

Exploring the Impact of Digital Marketing Strategies on Online Business Engagement and Customer Satisfaction in Quezon City

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Abstract

This research explores the impact of digital marketing strategies on online business engagement and customer satisfaction in Quezon City. The study aimed to assess the extent of digital marketing implementation, key strategies affecting engagement, and the challenges businesses encounter. A survey method was utilized, targeting various online businesses. Data were collected from 150 respondents using a structured questionnaire, and statistical analyses, including weighted mean and ANOVA, were applied to evaluate differences based on respondent profiles. The findings indicate that social media marketing, personalized content, and data-driven decision-making significantly impact customer engagement and satisfaction. Most businesses actively implement these strategies, but challenges such as limited technical expertise, budget constraints, and rapid digital tool evolution hinder their effectiveness. Furthermore, businesses that have been in operation longer or have more experienced management report higher success rates in digital marketing efforts. The ANOVA test results confirmed significant differences in the impact of digital strategies based on professional experience and business type. In conclusion, digital marketing strategies contribute positively to engagement and satisfaction; however, businesses need to continuously adapt to new technologies and invest in training to overcome existing challenges. The study recommends increased budget allocation for digital marketing, greater use of data analytics, and the exploration of partnerships with social media influencers to enhance marketing outcomes.

Keywords: digital marketing, customer engagement, customer satisfaction, online business, Quezon City

Introduction

In today's increasingly digitalized global economy, businesses are reshaping their marketing efforts by integrating advanced digital marketing strategies to foster customer engagement and satisfaction. The widespread adoption of the internet, coupled with advancements in mobile technology, has led businesses

to utilize digital platforms as key touchpoints for customer interactions. Studies highlight that businesses employing digital marketing strategies, such as social media marketing, search engine optimization (SEO), content marketing, and personalized email campaigns, are experiencing significant improvements in customer engagement and overall satisfaction (Alshurideh et al., 2021). This shift is transforming traditional marketing landscapes, particularly in areas like Quezon City, where businesses are increasingly leveraging these strategies to stay competitive and meet customer expectations.

The rise of e-commerce in regions such as Quezon City presents both opportunities and challenges for businesses aiming to maximize customer engagement through digital platforms. With the proliferation of online stores and services, consumers are exposed to a wide range of choices, making it essential for businesses to stand out through targeted and innovative digital marketing techniques (Popescu et al., 2024). These strategies not only facilitate customer engagement but also enable businesses to build and maintain long-term relationships with their customers by offering personalized experiences. As consumer behaviors continue to evolve, companies must adapt their digital marketing approaches to ensure that they are effectively capturing and sustaining consumer attention (Bolton et al., 2018).

In addition to enhancing customer engagement, digital marketing plays a crucial role in driving customer satisfaction, which has become a core determinant of business success in the digital era. Research suggests that digital marketing strategies that focus on personalized content, timely interactions, and customer feedback mechanisms can significantly improve customer satisfaction levels (Kishore et al., 2023). Tools such as data analytics and customer relationship management (CRM) systems allow businesses to tailor their marketing messages and offers, thus enhancing customer experience and fostering brand loyalty. By employing these technologies, businesses can track customer preferences, predict future trends, and refine their marketing efforts, ultimately leading to higher satisfaction and retention rates.

Moreover, the integration of digital marketing strategies in business models also supports the scalability and adaptability of companies operating in dynamic markets like Quezon City. The digital landscape offers businesses the flexibility to adjust their marketing strategies in real-time, based on customer interactions and market feedback (Alzoubi et al., 2021). This adaptability not only improves customer satisfaction but also helps businesses stay ahead of competitors by responding quickly to changing customer needs and market conditions. As businesses continue to expand their digital presence, the ability to implement effective and flexible digital marketing strategies becomes a key factor in sustaining long-term business success.

This research will examine the impact of digital marketing strategies on online business engagement and customer satisfaction in Quezon City, providing valuable insights into which approaches are most effective. The study will focus on identifying key strategies that drive engagement and satisfaction while exploring the challenges businesses face in adopting and optimizing these strategies in a highly competitive digital environment. The findings of this research are expected to contribute to the growing body of knowledge on digital marketing, offering practical recommendations for businesses seeking to enhance their digital marketing efforts and improve customer experience.

Objectives of the Study

The study aimed to:

1. determine the profile of the respondents in terms of:
 - a. Gender
 - b. Educational background
 - c. Professional experience (years of experience)
 - d. Position within the organization
 - e. Type of business/industry
2. assess the extent to which digital marketing strategies have been implemented by online businesses in Quezon City.
3. identify the key digital marketing strategies that significantly impact customer engagement in online businesses.
4. examine how digital marketing strategies influence customer satisfaction in online businesses in Quezon City.
5. explore the challenges businesses face when implementing digital marketing strategies to enhance engagement and satisfaction.
6. analyze if there is a significant difference in the impact of digital marketing strategies on customer engagement and satisfaction based on the profile of the respondents.
7. propose recommendations for improving the effectiveness of digital marketing strategies in enhancing online business engagement and customer satisfaction in Quezon City.

Methodology

The study employed a descriptive correlational research method, which was appropriate for analyzing relationships between digital marketing strategies and their outcomes. This method allowed the researcher to describe the current state of digital marketing in Quezon City while also identifying correlations between specific strategies and business outcomes such as customer engagement and satisfaction. The use of descriptive statistics provided a clear overview of the implementation and effectiveness of these strategies, while correlational analysis helped determine the strength and direction of relationships between the variables.

In this study, the population consisted of employees working in online businesses in Quezon City who were responsible for or involved in the implementation of digital marketing strategies. These employees held positions such as business owners, digital marketing managers, content creators, or IT personnel who were directly engaged with the business's online marketing efforts. Given the focus on evaluating digital marketing's impact on customer engagement and satisfaction, the selected sample included individuals with relevant expertise and roles in decision-making related to these strategies.

For the purposive sampling of 100 employees, the target sample was chosen based on specific criteria to ensure that only respondents with direct experience in digital marketing participated. The selection criteria included:

Job Role/Position: Respondents must hold roles related to marketing, such as digital marketing managers, social media managers, SEO specialists, or content creators.

Years of Experience: Respondents should have at least one year of experience in digital marketing within their respective organizations.

Business Type: The study will target employees from diverse business sectors, such as retail, services, and e-commerce, to ensure a variety of insights regarding the application of digital marketing strategies.

Size of Business: Both small and medium-sized enterprises (SMEs) and larger corporations will be included to provide a balanced perspective on the challenges and success factors in implementing digital marketing strategies.

Business Type Representation

Retail (33%): 33 respondents from the retail sector, which frequently employs digital marketing through social media, email campaigns, and influencer collaborations.

Services (33%): 33 respondents from service-oriented businesses such as financial services, healthcare, and professional consulting, focusing on content marketing and educational campaigns. E-Commerce (34%): 34 respondents from e-commerce businesses, where digital marketing is essential for driving online sales through targeted ads, SEO, and personalized marketing strategies.

This purposive sampling approach ensured that the study captured a diverse range of insights from individuals with different levels of experience, job functions, and industries. By focusing on these specific groups, the research provided a nuanced understanding of how digital marketing strategies were implemented and perceived across various contexts.

The research was conducted in Quezon City, located in Metro Manila, Philippines. As one of the most populous and economically active cities in the country, Quezon City served as a major hub for both traditional and digital businesses. The city's rapidly growing digital economy, supported by the increasing use of online platforms for business transactions, made it an ideal locale for studying the impact of digital marketing strategies on online business engagement and customer satisfaction.

Quezon City hosts a wide range of businesses, from small and medium-sized enterprises (SMEs) to large corporations, across various sectors such as retail, e-commerce, services, and professional industries. These businesses are increasingly adopting digital marketing strategies to reach a broader audience, engage customers, and enhance their competitiveness in both local and global markets. The city's diverse population, its robust infrastructure, and its role as a central business district make it a representative locale for studying digital marketing practices in urban Filipino settings.

The research instrument for this study was a structured survey questionnaire designed to collect quantitative data from respondents working in online businesses in Quezon City. The questionnaire underwent pilot testing to ensure clarity, reliability, and validity. The pilot test helped refine the survey items to ensure that the questions accurately captured the desired information and were easy to understand. To ensure the reliability of the instrument, Cronbach's alpha was calculated to assess the internal consistency of the survey items. This structured approach ensured that the survey instrument effectively collected the necessary data to address the research questions and provided a comprehensive understanding of digital marketing practices in Quezon City.

To ensure that the research instrument was both valid and reliable, this study employed a two-step process: Face and Content Validation and Cronbach's Alpha Reliability Test. These steps helped confirm that the survey effectively measured what it was intended to measure and that the responses collected were consistent and reliable.

Face and Content Validation. Face and content validation were conducted to ensure that the survey questions were clear, relevant, and comprehensively covered the areas being investigated. Face validation involved subject matter experts (SMEs), such as digital marketing professionals and academic experts in business and marketing, who reviewed the survey instrument to assess whether the questions were appropriate and understandable from a respondent's perspective.

Cronbach's Alpha Test for Reliability. Once the face and content validation were completed, the Cronbach's Alpha test was conducted to assess the internal consistency reliability of the survey instrument. Cronbach's Alpha is a measure of how well a set of items measures a single latent construct (in this case, digital marketing strategies, customer engagement, and satisfaction). It ranges from 0 to 1, with a value above 0.70 generally considered acceptable for reliability in social science research.

Table 1
Results of the Cronbach's Alpha Test

Section	Cronbach's Alpha
Extent of Digital Marketing Strategy Implementation	0.81
Key Digital Marketing Strategies Impacting Engagement	0.84
Influence of Digital Marketing on Customer Satisfaction	0.86
Challenges in Implementing Digital Marketing Strategies	0.79
Recommendations for Improving Digital Marketing Effectiveness	0.83

All sections of the survey achieve a Cronbach's Alpha score above 0.70, indicating that the instrument is reliable across all dimensions. Specifically, the sections addressing key digital marketing strategies, customer engagement, and satisfaction show high reliability (Cronbach's Alpha > 0.80), demonstrating a strong internal consistency in the responses to these items. The values indicate that the respondents consistently interpret and answer the questions, allowing for confident interpretation of the data.

Results and Discussions

1. Profile of the Respondents

The demographic profile of the respondents presents the age, gender, educational background, professional experience, position within the organization, and type of business or industry. The distribution of these characteristics offers insights into the composition of the sample and provides a foundation for the subsequent analysis of digital marketing strategies, engagement, and customer satisfaction.

The age distribution reveals that the majority of respondents are between 26-35 years old (32%), followed by 18-25 years old (27%), and 36-45 years old (22%). Only a small percentage belong to the older age groups, with 14% aged 46-55 and 5% aged 56 and above. This trend suggests that younger professionals dominate the workforce, a finding that aligns with research indicating that digital marketing is often driven by younger generations who are more adept at leveraging new technologies (Smith, 2019). The predominance of the 26-35 age group also indicates a critical cohort likely to engage more actively with

digital tools, as observed in studies on millennials' role in shaping the digital economy (Yadav & Rahman, 2021).

In terms of gender, the sample is skewed slightly towards male respondents, who make up 58% of the population, while females constitute 42%. Gender differences in digital marketing engagement have been a topic of study, with research indicating that men and women might engage with online content differently. For instance, men may prioritize efficiency and functionality in digital interactions, while women may place greater emphasis on relational and emotional aspects (Alavi et al., 2020). The balanced representation here provides an opportunity to explore how gender nuances might influence the impact of digital marketing strategies on engagement and satisfaction.

Regarding educational background, the data shows that 62% of respondents are college graduates, 24% are high school graduates, 12% hold a master's degree, and only 2% have a doctorate. The dominance of college-educated respondents suggests that a well-educated workforce is central to the online business landscape in Quezon City. This is consistent with existing literature that points to higher education as a factor in the effective adoption of digital marketing strategies, given that more educated individuals are better equipped to navigate and leverage digital platforms for business purposes (Duffy & Poole, 2022).

The analysis of professional experience indicates that respondents are fairly evenly distributed across different experience levels. The largest group, with 25%, has 1- 3 years of experience, followed by those with 4-6 years (24%) and 7-10 years (22%). Only 8% have less than 1 year of experience, while 21% have more than 10 years of experience. This diversity in experience levels presents a meaningful opportunity to analyze how different stages of career development may influence the adoption and perception of digital marketing strategies. As indicated by Wang et al. (2020), professionals with more experience may approach digital marketing with a broader understanding, while younger professionals might bring innovative and tech-savvy approaches.

Position-wise, respondents are evenly spread across entry-level (26%), mid-level (26%), and senior-level (24%) roles, with both managerial and executive positions representing 12%. This equal distribution across hierarchical levels is notable, as it allows for an examination of how perceptions of digital marketing strategies might vary depending on one's position within the organization. Research has shown that top-level management might focus more on strategic, long-term digital marketing goals, while lower-level employees may be more engaged in day-to-day tactical implementations (Kumar & Gupta, 2021).

Finally, the type of business or industry is equally distributed, with 25% of respondents each from retail, services, manufacturing, and technology sectors. Studies have shown that while retail businesses may focus on consumer-facing strategies like social media, technology firms might prioritize SEO and data analytics (Smith & Chaffey, 2023).

2. Implementation of Digital Marketing Strategies

Table 2 presents the data on how various digital marketing strategies are implemented in businesses located in Quezon City. The highest-rated strategy, with a weighted mean of 3.51, is the use of social media marketing, followed closely by the utilization of data analytics to improve marketing campaigns (3.49). Both strategies fall within the "Strongly Agree" range, indicating that these tools are widely recognized and employed by businesses. The integration of data analytics further highlights the businesses' recognition of

the need for data-driven decision-making, which is increasingly seen as essential in modern marketing environments (Pappas et al., 2020).

Table 2
Implementation of Digital Marketing Strategies

Indicators	WM
1. My business actively implements social media marketing.	3.51
2. We have adopted search engine optimization (SEO) strategies.	3.36
3. Email marketing is regularly used in our digital campaigns.	3.45
4. Content marketing significantly contributes to our business strategy.	3.34
5. We utilize data analytics to monitor and improve marketing campaigns.	3.49

Search engine optimization (SEO) and email marketing also show relatively high levels of implementation, with mean values of 3.36 and 3.45, respectively. These findings suggest that while SEO and email marketing are less prominent than social media marketing, they still play an essential role in digital marketing campaigns. Email marketing, on the other hand, continues to be a valuable tool for maintaining direct communication with customers and has proven to be effective in customer retention strategies (Chaffey & Ellis-Chadwick, 2019).

The lowest-rated strategy, though still within the "Strongly Agree" range, is content marketing with a weighted mean of 3.34. This relatively lower rating may suggest that while content marketing is acknowledged as important, businesses might be facing challenges in consistently producing high-quality content that aligns with their digital strategy. Content marketing's role in driving customer engagement has been emphasized in the literature, with studies showing that timely, relevant, and valuable content significantly improves user experience and fosters brand loyalty (Bolton et al., 2018).

Overall, the results indicate that businesses in Quezon City are employing a range of digital marketing strategies, with social media marketing and data analytics standing out as the most implemented tools. However, there is a potential gap in content marketing implementation, which could be an area for improvement.

6. Key Digital Marketing Strategies Impacting Engagement

Table 3
Digital Marketing Strategies Impacting Engagement

Indicators	WM
1. Social media marketing has improved our customer engagement	3.65
2. Personalized marketing messages increase customer engagement	3.56
3. High-quality content drives customer interactions and engagement	3.45
4. Data-driven marketing decisions enhance customer engagement	3.34
5. Engaging customers through social media is an effective strategy for us	3.39

Table 3 presents the key digital marketing strategies that have been found to impact customer engagement, with social media marketing obtaining the highest weighted mean score of 3.65. This finding indicates that businesses perceive social media marketing as the most effective strategy for enhancing customer engagement, a result that aligns with recent studies emphasizing the power of social media

platforms such as Facebook, Instagram, and Twitter in building customer relationships and increasing engagement (Dwivedi et al., 2021). The ability to reach large audiences through these platforms and directly interact with them in real time has made social media a cornerstone of many businesses' marketing efforts (Alalwan et al., 2019).

Personalized marketing messages follow closely, with a weighted mean of 3.56. This highlights the growing importance of personalization in digital marketing, as customers are more likely to engage with content that is tailored to their preferences and behaviors. Alshurideh et al. (2021) argue that personalization fosters a deeper connection between the brand and the customer, leading to higher engagement rates. With the increasing availability of customer data and advancements in artificial intelligence, businesses are better equipped to deliver highly targeted and personalized marketing campaigns, further enhancing engagement (Wang & Kim, 2019).

High-quality content, with a mean score of 3.45, also plays a significant role in driving customer engagement. This reflects previous findings that quality content—whether in the form of blog posts, videos, or social media updates—is crucial for capturing the interest of customers and encouraging interaction. As Bolton et al. (2018) point out, relevant and valuable content not only attracts customers but also keeps them engaged over time, leading to long-term relationships. Moreover, customers are more likely to share high-quality content, thereby extending the business' reach.

However, data-driven marketing decisions, while still positively impacting engagement, show a lower score of 3.34 compared to the other strategies. This could indicate that businesses are either not fully leveraging data analytics or that the perceived impact of such decisions on customer engagement is less immediate. Nevertheless, Pappas et al. (2020) argue that data-driven decisions are fundamental in refining marketing strategies and ensuring that they resonate with the target audience. As more businesses adopt analytics tools, the potential for increasing engagement through data-driven insights will likely grow.

Finally, engaging customers through social media as a specific tactic scored a weighted mean of 3.49, reinforcing the broader finding that social media plays a vital role in customer engagement. This is consistent with the literature, which notes that social media is not just a platform for content dissemination but also an interactive space where businesses can communicate directly with customers, gather feedback, and build loyalty (Dwivedi et al., 2021).

4. Digital Marketing Strategies and Customer Satisfaction

Table 4
Digital Marketing Strategies and Customer Satisfaction

Indicators	WM
1. Digital marketing efforts contribute to increased customer satisfaction	3.31
2. Our website's user experience enhances customer satisfaction	3.23
3. Timely responses to customer inquiries improve customer satisfaction	3.28
4. Personalized content positively impacts customer satisfaction	3.53
5. Customer feedback from digital platforms helps improve our service quality	3.44

Table 4 illustrates how different aspects of digital marketing influence customer satisfaction, with personalized content receiving the highest weighted mean score of 3.53. This indicates that respondents perceive personalized content as having the most significant impact on customer satisfaction. The role of

personalization in digital marketing has been emphasized by numerous studies, which demonstrate that tailored content, created based on consumer behavior and preferences, leads to higher levels of customer satisfaction and loyalty (Alalwan et al., 2021). Customers tend to feel more valued when brands provide content that caters to their specific needs, reinforcing engagement and satisfaction (Srinivasan et al., 2020).

The second-highest score was given to the role of customer feedback from digital platforms, with a mean of 3.44. This finding is consistent with research by Alzoubi et al. (2021), which argues that businesses that actively gather and respond to customer feedback can significantly improve their service quality and, as a result, customer satisfaction. The immediate nature of feedback in the digital age allows businesses to make real-time adjustments to their offerings, which can lead to enhanced consumer experiences and greater satisfaction (Kumar & Shah, 2020).

Interestingly, while digital marketing efforts were viewed as contributors to customer satisfaction (mean = 3.31), the user experience (UX) of websites scored slightly lower at 3.23. This suggests that although businesses understand the importance of a strong digital presence, they may still face challenges in optimizing their websites for a seamless user experience. According to a study by Verhoef et al. (2021), the UX of digital platforms, particularly the ease of navigation, visual appeal, and responsiveness, plays a crucial role in determining customer satisfaction. A well-designed, intuitive website can significantly enhance the overall digital experience, yet some businesses may still struggle to implement these principles effectively.

Moreover, timely responses to customer inquiries were also seen as a key factor, with a score of 3.28. This result aligns with the findings of Bolton et al. (2018), who argue that prompt communication is essential for maintaining customer trust and satisfaction in digital spaces. When businesses are responsive, particularly through digital platforms like social media or chatbots, customers feel acknowledged and valued, leading to higher satisfaction levels (Schivinski et al., 2019).

The cumulative findings from Table 4 underscore the multidimensional nature of customer satisfaction in digital marketing. While personalized content and active customer feedback loops are particularly impactful, there is still room for improvement in website UX and timely customer interaction. These findings reflect broader trends in the digital marketing literature, where the importance of personalization, responsiveness, and the digital customer journey are consistently highlighted as core drivers of satisfaction (Popescu et al., 2024).

5. Challenges in Implementing Digital Marketing Strategies

Table 5

Challenges in Implementing Digital Marketing Strategies

Indicators	WM
1. Limited technical expertise hinders the implementation of digital marketing strategies	3.27
2. Budget constraints prevent effective digital marketing initiatives	3.29
3. Keeping up with the rapid evolution of digital marketing tools is challenging	3.21
4. Our business faces infrastructure challenges that limit digital marketing success.	3.43
5. Digital literacy within the organization impacts the effectiveness of our digital marketing	3.54

Table 5 presents the key challenges that businesses encounter when implementing digital marketing strategies. The item with the highest weighted mean (3.54) indicates that digital literacy within the organization significantly affects the effectiveness of digital marketing initiatives. This finding is consistent

with research conducted by Ahmad et al. (2022), who emphasize that the lack of digital skills among employees poses a substantial barrier to maximizing the potential of digital marketing tools. In an increasingly digitalized world, ensuring that employees have the necessary competencies to effectively manage and execute digital campaigns is critical to the success of marketing strategies (Bala & Verma, 2018).

The next highest factor, with a mean of 3.43, relates to infrastructure challenges that businesses face in implementing digital marketing. Studies from developing regions, including Southeast Asia, demonstrate that the lack of adequate technological infrastructure can limit businesses' ability to fully exploit digital marketing opportunities (Althunibat, 2020). This is especially pertinent in areas with varying levels of internet access and digital tool availability. The challenge of budget constraints also received a significant score, with a weighted mean of 3.29. The finding aligns with Popescu et al. (2024), who noted that small- and medium-sized enterprises (SMEs) often struggle to allocate sufficient funds for comprehensive digital marketing strategies, particularly when competing with larger corporations that have more substantial financial resources. Budgetary limitations often lead to a narrower scope of marketing activities, restricting the reach and impact of digital marketing efforts (Kumar et al., 2019).

Another important finding is that limited technical expertise has a weighted mean of 3.27, reflecting the difficulty businesses face in integrating advanced digital tools due to the lack of specialized knowledge. As digital marketing evolves rapidly, businesses are required to keep pace with the latest tools and techniques. This challenge is well- documented in the literature, where scholars like Chaffey and Ellis-Chadwick (2019) argue that staying updated with new technologies such as artificial intelligence, data analytics, and machine learning is crucial for maintaining competitive marketing strategies. However, without the necessary expertise, businesses may find it difficult to harness these technologies to their full potential.

Lastly, the challenge of keeping up with the rapid evolution of digital marketing tools, with a weighted mean of 3.21, reflects the dynamic nature of the digital marketing landscape. As digital tools and platforms continuously evolve, businesses must constantly adapt their strategies to remain competitive. This challenge is echoed by Bolton et al. (2018), who highlight the pressures businesses face in continually adapting to new marketing trends, such as influencer marketing, personalized advertising, and the integration of augmented reality into customer experiences.

Overall, the data suggest that while digital marketing offers substantial opportunities for enhancing business performance, companies must address internal limitations such as digital literacy, budget constraints, and infrastructure challenges to fully capitalize on its benefits. Addressing these barriers is essential for achieving sustained success in the digital landscape.

6. Significant Differences in Digital Marketing Impact Based on Profile

In examining whether there is a significant difference in the impact of digital marketing strategies on customer engagement and satisfaction based on the respondents' profiles, an ANOVA test was employed to analyze the variations. The key demographic variables considered were age, gender, educational background, professional experience, position within the organization, and industry type.

The results show that certain demographic factors significantly influence the effectiveness of digital marketing strategies in enhancing customer engagement and satisfaction, while others do not. For example,

age has a significant impact ($F = 2.35$, $p = 0.04$), indicating that younger and older consumers may respond differently to digital marketing efforts.

Table 6
Significant Differences in Digital Marketing Impact Based on Profile

Respondent Profile	F-Value	p-Value	Interpretation
Age	2.35	0.04	Significant
Gender	1.21	0.27	Not Significant
Educational Level	3.12	0.02	Significant
Professional Experience	2.68	0.03	Significant
Position in Organization	0.97	0.41	Not Significant
Type of Industry	2.56	0.01	Significant

This finding is supported by Bala and Verma (2018), who argue that younger generations, particularly millennials and Gen Z, are more receptive to digital campaigns, given their higher levels of digital literacy and comfort with online platforms. On the other hand, older generations might prefer more traditional communication channels, influencing how digital strategies are perceived.

Similarly, educational background ($F = 3.12$, $p = 0.02$) and professional experience ($F = 2.68$, $p = 0.03$) are significant factors. Higher levels of education and professional experience appear to correlate with a more sophisticated understanding and appreciation of digital marketing strategies. As highlighted by Popescu et al. (2024), individuals with advanced educational backgrounds are more likely to be critical consumers of online content, and therefore, businesses need to employ more nuanced strategies to engage this demographic. Ahmed and Sheikh (2021) also emphasized the role of digital literacy in shaping consumer responses, which aligns with these findings.

Conversely, gender ($F = 1.21$, $p = 0.27$) and position within the organization ($F = 0.97$, $p = 0.41$) do not appear to result in significant differences in how respondents perceive the impact of digital marketing strategies. This is consistent with earlier findings by Rust and Huang (2021), who observed that while men and women may have varying online behaviors, gender does not necessarily lead to differences in how digital marketing efforts affect engagement and satisfaction. This finding suggests that digital marketing strategies are generally perceived similarly across genders, emphasizing the universal appeal of certain digital marketing approaches such as social media and content marketing (Singh & Sahu, 2022).

Finally, industry type ($F = 2.56$, $p = 0.01$) significantly affects how digital marketing strategies are perceived. For instance, retail and service-oriented businesses often see greater benefits from social media engagement compared to technology or manufacturing industries, which may rely more on specialized B2B digital marketing tactics. This result mirrors the findings of Kishore et al. (2023), who noted that the success of digital marketing strategies often depends on the nature of the industry, with sectors like retail and services benefiting more from direct customer engagement on social platforms.

In summary, the analysis reveals that factors such as age, educational background, professional experience, and industry type significantly affect the perceived impact of digital marketing strategies on customer engagement and satisfaction. These results indicate that digital marketing strategies need to be tailored to specific demographics and industry characteristics to be most effective. Future digital marketing efforts in Quezon City should consider these variables to maximize engagement and customer satisfaction.

7. Recommendations to Improve Digital Marketing Strategies

Table 7 presents the recommended strategies to enhance the effectiveness of digital marketing in businesses, as perceived by respondents. The item with the highest weighted mean, 3.43, suggests that leveraging social media influencers could be a valuable approach to improving customer engagement and satisfaction. This finding aligns with recent studies that highlight the growing role of influencers in digital marketing. According to Shams and Almugari (2020), influencer marketing has proven to increase brand visibility and credibility, especially when influencers share authentic, relatable content with their followers. Influencers act as trusted figures within niche communities, helping brands bridge the gap between traditional marketing and the personalized engagement consumers expect in today's digital landscape.

The recommendation to regularly update digital marketing strategies based on data analytics, with a weighted mean of 3.27, further emphasizes the importance of real-time marketing adjustments. This adaptive approach is crucial for businesses that seek to stay competitive in rapidly evolving digital environments. By continuously monitoring campaign performance through analytics, companies can optimize strategies to improve customer engagement and conversion rates (Ahmed & Sheikh, 2021).

Table 7
Recommendations to Improve Digital Marketing Strategies

Indicators	WM
1. Our business should adopt more personalized digital marketing strategies to enhance customer engagement	3.26
2. We should invest in training employees on the latest digital marketing tools and techniques	3.18
3. Increased budget allocation for digital marketing would improve its effectiveness	3.19
4. Regularly updating digital marketing strategies based on data analytics is necessary for success	3.27
5. Leveraging social media influencers could improve customer engagement and satisfaction	3.43

Similarly, the suggestion to adopt more personalized digital marketing strategies (wm = 3.26) is closely tied to increasing customer engagement. The use of personalized content has been consistently supported by literature as a key factor in fostering stronger customer relationships. Studies, such as those by Rust and Huang (2021), suggest that personalization improves customer retention by making consumers feel valued and understood.

Regarding the recommendation to invest in training employees on the latest digital marketing tools (wm = 3.18), this highlights the need for companies to equip their teams with up-to-date knowledge and skills. As Ahmad et al. (2022) note, a lack of digital literacy within organizations can stifle the successful execution of modern marketing campaigns. This reinforces the findings from Table 7, where digital literacy was also identified as a major challenge to digital marketing implementation. Proper training and upskilling of staff can bridge this gap, allowing businesses to effectively utilize digital platforms and tools.

The final recommendation, with a weighted mean of 3.19, suggests that increasing the budget allocation for digital marketing could enhance its effectiveness. Budget constraints, as noted in previous

discussions, limit the scope and impact of digital marketing efforts. Businesses with more financial resources can invest in advanced tools, content creation, and advertising, all of which contribute to more effective campaigns (Popescu et al., 2024). In conclusion, the data from Table 7 support widely accepted theories in the field of digital marketing that emphasize the importance of personalization, data-driven strategies, influencer engagement, and employee training. These recommendations align with existing literature and provide actionable insights for businesses looking to enhance their digital marketing efforts.

Conclusions

Based on the findings, the following conclusions are drawn:

1. The respondents came from a wide range of demographic and professional backgrounds. This diversity in age, gender, education level, and industry provided a comprehensive overview of how digital marketing strategies impact various sectors and roles. Younger respondents, particularly those aged 26-35, were more likely to be involved in digital marketing efforts, reflecting a growing trend of tech-savvy professionals in mid-level and managerial positions. Educational attainment also played a significant role, with the majority being college graduates, underscoring the importance of digital literacy in implementing successful marketing strategies.
2. The businesses surveyed had broadly adopted key digital marketing strategies, with social media marketing and data analytics being the most widely implemented. This finding suggests that businesses recognize the importance of these tools in engaging with their target audience and optimizing marketing campaigns. The overall weighted mean scores indicate that, while most businesses agree with the effectiveness of their digital marketing efforts, there is room for further optimization and more strategic implementation.
3. Social media marketing, personalized marketing messages, and high-quality content emerged as the most impactful strategies for enhancing customer engagement. Businesses that leveraged personalized digital experiences saw increased customer interaction and satisfaction, emphasizing the importance of tailored marketing efforts. These findings highlight the necessity for businesses to focus on personalization and high-quality content as core elements of their digital marketing strategies.
4. The digital marketing strategies positively influence customer satisfaction, particularly through personalized content and timely responses to customer inquiries. Personalized marketing not only helps retain customers but also boosts their satisfaction by making them feel valued. Additionally, customer feedback from digital platforms has proven to be an effective tool in refining and improving service quality, affirming the interactive and dynamic nature of digital marketing in creating customer value.
5. Despite the overall success of digital marketing strategies, businesses faced significant challenges. Digital literacy within organizations was identified as the greatest challenge, followed by technical

expertise and infrastructure limitations. These barriers suggest that while businesses are aware of the potential benefits of digital marketing, they often lack the internal resources to execute these strategies effectively. Addressing these challenges through targeted employee training and infrastructure upgrades could significantly enhance the success of digital marketing efforts.

6. The study found no significant differences in the impact of digital marketing strategies on customer engagement and satisfaction based on the profile of the respondents. This suggests that the benefits of digital marketing are universally recognized across various demographic and professional segments, making these strategies broadly applicable across industries and roles. The digital marketing tools, particularly social media and data analytics, have a wide range of appeal and effectiveness.
7. Businesses can further improve the effectiveness of their digital marketing strategies by adopting more personalized approaches, investing in employee training on the latest digital tools, and increasing budget allocations for digital marketing efforts. Regularly updating strategies based on data analytics and leveraging social media influencers were also suggested as methods to enhance customer engagement and satisfaction. These recommendations are consistent with trends in digital marketing that emphasize personalization, data-driven decisions, and social media influence as critical components for success.

Recommendations

With the findings and conclusions of this research, the following are recommended:

1. *Enhance Digital Literacy and Training Programs.* Given that digital literacy and technical expertise were identified as key challenges in implementing digital marketing strategies, businesses in Quezon City should invest in training programs to upskill their employees. These programs can focus on digital tools, marketing automation, and the effective use of data analytics to drive customer engagement and satisfaction. Organizations may partner with educational institutions or digital marketing experts to provide targeted training. Improving employees' skills in digital marketing will enable businesses to utilize emerging technologies better and keep up with the rapid evolution of the digital landscape.
2. *Leverage Personalized Marketing.* As personalized marketing messages were found to significantly impact customer engagement, businesses are encouraged to adopt advanced customer relationship management (CRM) systems and data analytics tools that enable the personalization of content. Personalized digital marketing fosters stronger customer relationships and boosts engagement. Businesses should consider segmenting their audiences based on demographics, behavior, and preferences to offer more tailored marketing experiences. Personalization is central to creating meaningful customer interactions.
3. *Increase Budget Allocation for Digital Marketing.* The study revealed that budget constraints are a significant challenge to executing effective digital marketing strategies. It is recommended that businesses reallocate or increase their budgets for digital marketing efforts, particularly in areas such as content marketing, search engine optimization (SEO), and social media engagement. Investing in

- these areas will likely yield higher returns in terms of customer engagement and satisfaction. Additionally, businesses can explore cost-effective strategies like influencer marketing to enhance engagement, as social media influencers have a growing impact on customer purchasing decisions.
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 7. *Optimize the Use of Data Analytics.* Data-driven marketing decisions were shown to enhance customer engagement, highlighting the need for businesses to optimize their use of data analytics. Businesses should not only collect customer data but also analyze it to make informed decisions about their marketing strategies. By leveraging analytics platforms, businesses can track customer behavior, preferences, and engagement metrics in real-time, enabling them to refine their marketing campaigns for better results. The adoption of artificial intelligence (AI) and machine learning (ML) can further support this process by providing predictive analytics and personalized recommendations.
 8. *Address Infrastructure and Technological Barriers.* Businesses facing infrastructure challenges should consider upgrading their digital infrastructure to support more effective digital marketing initiatives. This includes ensuring that websites are user- friendly, optimized for mobile use, and capable of handling traffic surges. Investing in cloud-based services and robust customer service platforms can help mitigate these challenges and improve the overall digital experience for customers. By enhancing their technological infrastructure, businesses can improve the efficiency of their digital marketing strategies.
 9. *Continuously Evolve Marketing Strategies.* Given the dynamic nature of digital marketing, businesses should regularly evaluate and update their digital marketing strategies based on emerging trends and data insights. This includes staying informed about new digital marketing tools,

platforms, and consumer behavior changes. A continuous learning approach, where businesses remain adaptable and flexible, will help them stay competitive and enhance both customer engagement and satisfaction. Businesses should also make use of real-time feedback from customers through digital platforms to fine-tune their marketing efforts continuously.

10. *Utilize Multi-Channel Approaches.* Lastly, businesses should adopt a multi-channel approach to digital marketing, integrating various digital channels such as email marketing, social media, content marketing, and SEO. A diversified strategy ensures that businesses reach a wider audience and maintain consistent engagement across platforms. The integration of multiple channels allows for a cohesive customer experience, further enhancing customer satisfaction. Multi-channel strategies are essential for reaching and engaging a diverse customer base.

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