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Social Media Analytics and Audience Engagement in the Indian Film Industry: Examining the Mediating Role of Social Media Campaign Effectiveness

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Abstract. The promotional practices of the Indian film industry have changed markedly in recent years. Film marketers use social media platforms to understand audience interests, track online interactions, and design better promotional campaigns. Although analytics tools are widely used, little research has examined how insights from social media data drive audience engagement through campaign performance. This study examines how social media analytics capability (SMAC), content personalization (CP), influencer marketing effectiveness (IME), user-generated content influence (UGCI), online word-of-mouth (OWOM), video marketing effectiveness (VME), and data-driven decision making (DDDM) relate to audience engagement (AE) through the mediating role of social media campaign effectiveness (SMCE). Data were collected from 500 respondents who regularly follow films on social media platforms, and the proposed model was assessed with partial least squares structural equation modeling (PLS-SEM). Every factor listed above positively influenced SMCE, and SMCE had a considerable effect on audience engagement, which indicates that campaign effectiveness is where digital insights are converted into engagement. Successful social media campaigns form an important link between analytics and audience response. Film marketers can raise audience engagement and campaign success by using data, creating personalized content, working with influencers, drawing on user-generated content, and using video marketing. The study adds to the literature on digital film marketing and offers practitioners guidance on improving engagement amid growing online competition.

Keywords. Audience engagement; social media analytics; campaign effectiveness; digital marketing; PLS-SEM

I. Introduction

In India, social media has transformed how films are promoted and marketed. On platforms such as Instagram, YouTube, Facebook, and X, film marketers can engage with audiences directly, create awareness, and measure feedback. Social media analytics has therefore become a prominent tool for understanding consumer behavior and improving marketing efficiency.

To raise audience engagement with their films, marketers now use content personalization, influencer collaboration, user-generated content, online word-of-mouth, video marketing, and data. Existing studies have mostly examined each of these practices in isolation, with little attention to their combined effect on the audience. The mediating role of social media campaign effectiveness has also received little attention, especially in India.

The present study therefore examines how social media analytics capability (SMAC), content personalization (CP), influencer marketing effectiveness (IME), user-generated content influence (UGCI), online word-of-mouth (OWOM), video marketing effectiveness (VME), and data-driven decision making (DDDM) influence audience engagement (AE) through the mediation of social media campaign effectiveness (SMCE).

II. Literature Review and Hypotheses Development

The stimulus-organism-response (SOR) model explains how stimuli from the marketer shape audience perceptions and, in turn, audience behavior [1]. Using analytics to evaluate social media marketing campaigns acts as a stimulus for perceived efficacy and engagement. Chaffey and Ellis-Chadwick [2] note that prior research shows SMAC supports better customer understanding and campaign optimization. Content personalization tailors content to individuals to increase relevance and engagement through personalized communication [3]. Effective influencer marketing extends the reach of a campaign to wider audiences. According to Lou and Yuan [4], the value of an influencer's message and the influencer's credibility build followers' trust in branded content. User-generated content and online word-of-mouth help to establish trust and social proof [5], [6]. Video marketing is effective because it holds consumers' attention and builds an emotional connection [7]. Data-driven decision making supports campaigns optimized

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on evidence [8]. These factors are expected to raise SMCE, which in turn increases AE.

Based on the preceding discussion, the following hypotheses are proposed (Fig. 1).

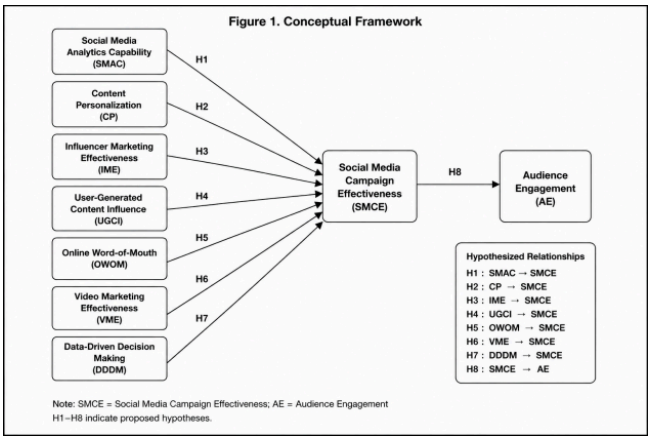

Fig. 1. Conceptual framework.

H1: SMAC positively influences SMCE.
H2: CP positively influences SMCE.
H3: IME positively influences SMCE.
H4: UGCI positively influences SMCE.
H5: OWOM positively influences SMCE.
H6: VME positively influences SMCE.
H7: DDDM positively influences SMCE.
H8: SMCE positively influences AE.

III. Research Methodology

The proposed relationships were studied with a quantitative research design. Data were collected through a structured questionnaire administered to 500 social media users who regularly follow film content online. The items were multi-item measures adapted from previous studies and were rated on a five-point Likert scale from strongly disagree (1) to strongly agree (5).

The data were analyzed in SmartPLS 4. Reliability was assessed with Cronbach's alpha and composite reliability (CR), and convergent validity with the average variance extracted (AVE). The structural relationships were examined with a bootstrapping procedure.

IV. Results and Discussion

The measurement model showed acceptable reliability and convergent validity. Cronbach's alpha and CR values exceeded the recommended minimums of 0.70 and 0.80, respectively, and all AVE values exceeded the minimum of 0.50 (Table 1).

All constructs in the measurement model showed good reliability and validity. Bootstrapping showed that every hypothesized relationship was significant at the 0.001 level (Fig. 2). Video marketing effectiveness, influencer marketing effectiveness, and online word-of-mouth were the strongest predictors of SMCE.

The structural model explained 58% of the variance in SMCE and 63% of the variance in AE. Among the predictors, video marketing effectiveness had the strongest influence on campaign effectiveness (β = 0.38), followed by influencer marketing effectiveness (β = 0.35) and online word-of-mouth (β = 0.31). SMCE in turn increased AE (β = 0.62, $p < 0.001$).

Table 1. Reliability, Validity, and Structural Model Results

Construct	α	CR	AVE	β
SMAC	0.86	0.89	0.62	0.21***
CP	0.88	0.91	0.67	0.28***
IME	0.85	0.88	0.60	0.35***
UGCI	0.87	0.90	0.65	0.24***
OWOM	0.89	0.92	0.69	0.31***
VME	0.87	0.90	0.66	0.38***
DDDM	0.84	0.87	0.59	0.22***
SMCE	0.90	0.92	0.71	0.62***
AE	0.91	0.93	0.68	

R^2 (SMCE) = 0.58; R^2 (AE) = 0.63; *** $p < 0.001$.

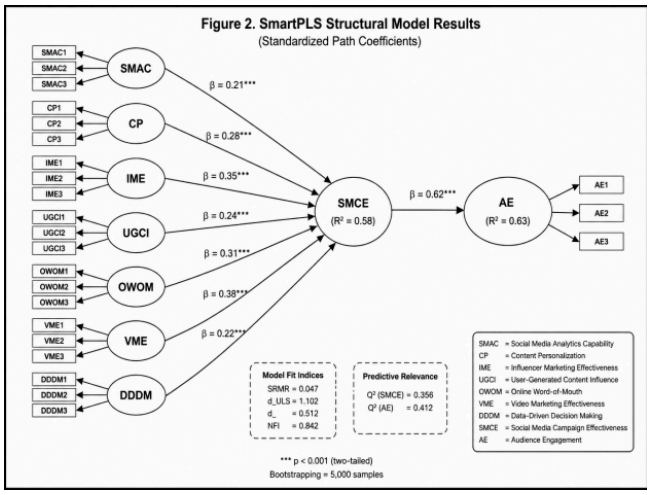

Fig. 2. SmartPLS structural model.

The results show that audience perceptions of campaign quality and relevance play an important role in engagement outcomes. They support the SOR framework, showing that analytics-driven marketing activities affect audience behavior through campaign effectiveness.

V. Conclusion

This study examined how analytics-driven social media marketing practices influence audience engagement in the Indian film industry. It found that SMCE converts marketing effort into meaningful audience involvement. The study is limited by its cross-sectional design and its reliance on self-reported responses. Still, it adds to digital marketing research by showing the importance of campaign effectiveness for engagement outcomes. Film marketers can focus on content development, influencer partnerships, and data-driven decisions to bring the practical components of video marketing into their campaigns. Future studies could use longitudinal methods and cover other platforms and types of film. The results show how important campaign effectiveness is in turning social media analytics into audience engagement in Indian cinema.

Author Contributions

All authors contributed to the conception and preparation of this work and approved the final version of the manuscript.

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Declaration of Generative AI Use

The authors declare that no generative artificial intelligence tools were used in the preparation of this manuscript. The authors take full responsibility for the content of the publication.

Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

Conflicts of Interest

The authors declare no conflict of interest.

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