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Digital Marketing Effectiveness of Dinshaw's and Haldiram's: A Comparative Analysis across Different Levels of Social Media Engagement

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ABSTRACT: The rapid growth of digital technologies and social media platforms has transformed the way organizations communicate with consumers and promote their products and services. In the highly competitive food and beverage industry, digital marketing has become an essential tool for enhancing brand visibility, customer engagement, and market performance. The present study compares the digital marketing effectiveness of Dinshaw's and Haldiram's across different levels of social media engagement. The study aims to assess consumers' social media engagement with both brands, evaluate the effectiveness of their digital marketing activities, and examine the relationship between social media engagement and perceived digital marketing effectiveness. The research adopts a descriptive and comparative research design and is based on primary data collected through a structured questionnaire from 253 respondents. Convenience sampling was used for data collection. Statistical tools such as descriptive statistics, Cronbach's Alpha, Paired Sample t-test, Pearson Correlation, Regression Analysis, One-Way ANOVA, and Tukey Post Hoc Test were employed for data analysis. The findings reveal that while both brands exhibit comparable levels of social media engagement, Haldiram's demonstrates significantly higher digital marketing effectiveness than Dinshaw's. The study further establishes that social media engagement positively influences digital marketing effectiveness for both brands, with the relationship being substantially stronger for Haldiram's. Consumers with high levels of social media engagement perceive digital marketing activities more positively than those with lower engagement levels. The study concludes that effective utilization of social media engagement strategies can significantly enhance digital marketing outcomes and strengthen brand performance. The findings provide valuable insights for marketers, researchers, and business organizations seeking to improve digital marketing effectiveness through enhanced consumer engagement.

1. INTRODUCTION

The rapid advancement of digital technologies has transformed the way businesses communicate with consumers. Traditional marketing methods, which relied heavily on print media, television advertisements, and physical promotions, are increasingly being complemented or replaced by digital marketing strategies. The widespread adoption of the internet, smartphones, and social networking platforms has created new opportunities for organizations to engage with customers in real time, build brand awareness, and influence purchasing decisions. In today's competitive business environment, digital marketing has become an essential tool for organizations seeking to establish a strong market presence and maintain long-term customer relationships (Zeqiri, 2025).

Digital marketing encompasses a wide range of online promotional activities, including social media marketing, search engine optimization, content marketing, email marketing, influencer collaborations, and online advertising. Among these, social media marketing has emerged as one of the most effective and cost-efficient approaches for reaching diverse consumer groups. Platforms such as Facebook, Instagram, YouTube, X (formerly Twitter), and LinkedIn enable businesses to interact directly with consumers, share product information, launch promotional campaigns, and receive immediate feedback. Unlike traditional communication channels, social media facilitates two-way interaction, making it easier for brands to develop meaningful relationships with their target audience (Karmakar & Mishra, 2025).

A critical aspect of social media marketing is customer engagement. Social media engagement refers to the level of interaction between consumers and a brand through activities such as likes, comments, shares, reactions, views, and user-generated content. Different forms of engagement represent different levels of consumer interaction with brand content, with comments and shares generally reflecting more active participation than passive reactions such as likes (Swani & Labrecque, 2020). Higher levels of meaningful engagement can contribute to brand visibility, consumer-brand relationships, and marketing outcomes. Consequently, businesses increasingly monitor engagement metrics to evaluate the effectiveness of their digital marketing initiatives. Understanding how different levels of social media engagement contribute to marketing effectiveness has become an important area of study for both researchers and practitioners (Chwialkowska, 2019).

The Indian food and beverage industry has witnessed significant growth in digital marketing adoption over the past decade. Changing consumer lifestyles, increased internet penetration, and the growing influence of social media have encouraged food brands to strengthen their online presence. Consumers today actively seek product information, reviews, promotional offers, and brand experiences through digital platforms before making purchasing decisions. As a result, food and beverage companies are investing substantial resources in digital campaigns to enhance brand awareness, attract new customers, and maintain competitiveness in the marketplace. Research in the food and beverage context has also highlighted the role of social media marketing in influencing brand awareness, consumer engagement, and purchase intention (Karmakar & Mishra, 2025).

Among the prominent food brands operating in India, Dinshaw's and Haldiram's have established strong identities within their respective market segments. Dinshaw's, a well-known brand originating from Central India, has gained recognition primarily through its ice creams, dairy products, and related offerings. Over the years, the company has expanded its product portfolio and market reach while adapting to changing consumer preferences. To connect with younger and digitally active consumers, Dinshaw's has increasingly utilized social media platforms and online promotional strategies. Its digital presence reflects efforts to engage customers through product promotions, seasonal campaigns, and interactive content.

Haldiram's, on the other hand, is one of India's most recognized food brands, renowned for its wide range of snacks, sweets, frozen foods, and restaurant services. The company enjoys a strong national and international presence and has successfully leveraged digital marketing to enhance customer engagement and brand visibility. Through consistent social media activity, creative content strategies, promotional campaigns, and digital communication, Haldiram's has developed a substantial online following. Its digital marketing initiatives serve as an example of how established food brands can effectively utilize social media to strengthen consumer relationships and expand market reach.

Despite operating within the same broad food industry, Dinshaw's and Haldiram's differ significantly in terms of scale, market coverage, target audience, and digital marketing resources. These differences provide an opportunity to examine how social media engagement contributes to digital marketing effectiveness across brands with varying market positions. While Haldiram's benefits from a larger customer base and stronger national visibility, Dinshaw's offers insights into the digital marketing strategies of a regional yet influential brand. Comparing these organizations can help identify whether differences in social media engagement are associated with differences in marketing effectiveness and brand impact.

Although numerous studies have examined digital marketing and consumer engagement, relatively few have focused on comparative analyses of Indian food brands operating at different levels of market presence. Existing research often concentrates on consumer behavior, social media usage patterns, or general digital marketing practices without evaluating the comparative effectiveness of engagement-driven strategies among specific brands. Previous studies have established relationships between social media marketing, brand awareness, consumer engagement, and purchase intention, but there remains scope for comparative analysis of specific Indian food brands using observable social media engagement indicators

(Zeqiri, 2025; Karmakar & Mishra, 2025). This gap highlights the need for a focused study that investigates differences in social media engagement and digital marketing effectiveness in the food and beverage sector.

The present study seeks to compare the digital marketing effectiveness of Dinshaw's and Haldiram's by analysing their social media engagement levels and associated marketing outcomes. The research aims to assess the extent to which engagement metrics contribute to brand visibility, consumer interaction, and overall marketing performance. In particular, indicators such as followers, likes, comments, shares, views, posting frequency, and engagement rate provide measurable dimensions for evaluating social media activity and audience response (Swani & Labrecque, 2020; Chwialkowska, 2019). By examining the digital marketing approaches adopted by both organizations, the study intends to identify differences in social media engagement and provide valuable insights for marketers, business managers, and researchers interested in leveraging social media as a strategic marketing tool. Ultimately, the findings may contribute to a better understanding of how digital engagement can be utilized to enhance marketing effectiveness in an increasingly competitive and digitally connected business environment.

2. REVIEW OF LITERATURE

2.1 Digital Marketing and Social Media Marketing

Digital marketing has become an important component of contemporary marketing because consumers increasingly interact with brands through digital platforms. Social media provides firms with opportunities to communicate with consumers, disseminate information, create interactive experiences and encourage consumer participation. Recent research indicates that digital marketing is no longer limited to promotional communication but increasingly involves engagement, interaction, trust and relationship building.

For an Indian context, (Prasad et al., 2026) examined the influence of multiple dimensions of digital marketing, including content marketing, social media marketing, search engine marketing, online advertising and website experience, on consumer-related outcomes. Their findings showed that digital marketing positively influenced perceived usefulness, which subsequently contributed to consumer buying intention. The study demonstrates the importance of integrating social media marketing with broader digital marketing activities when examining consumer responses.

2.2 Social Media Marketing Activities and Brand Performance

Social media marketing activities include activities such as entertainment, interaction, customization, trendiness, information sharing and electronic word-of-mouth. These activities can influence how consumers perceive and evaluate a brand.

A meta-analysis by (Ibrahim et al., 2020) examined 15 studies involving 6,282 observations and found a strong positive relationship between social media marketing activities and brand equity, while a moderate positive relationship was found between social media marketing activities and purchase intention. The findings provide quantitative evidence that social media marketing can contribute to both brand-building and behavioural outcomes.

2.3 Social Media Engagement

Social media engagement is an important mechanism through which consumers interact with brands. Engagement is not restricted to simply viewing brand content; it can include cognitive, emotional and behavioural responses such as liking, commenting, sharing, interacting and participating in brand-related activities.

A 2020 study examining social media brand engagement among Generation Y users in India conceptualized social media brand engagement as a multidimensional construct consisting of utilitarian, hedonic and social dimensions. The study further identified social factors, user-related factors and firm-generated information as important antecedents of engagement. Importantly, social media brand engagement was found to be positively associated with brand equity. ("Social Media Brand Engagement," 2020)

2.4 Social Media Engagement and Brand Equity

The relationship between social media engagement and brand equity has received considerable attention in recent research. Customer engagement can help brands develop stronger relationships with consumers and improve consumers' perceptions of the brand.

Customer engagement on social media, brand equity and financial performance examined social media engagement data from companies in the United States and South Korea. The study found that social media customer engagement did not directly influence financial performance but had a positive indirect effect through brand equity. This suggests that engagement may create business value through intermediate brand-related mechanisms rather than immediately translating into financial outcomes. (Lee & Park, 2021)

2.5. Engagement Volume and Variety

(Schaefer et al., 2021), examined social media brand engagement in terms of engagement volume and variety and found that the relationship between engagement and brand-related outcomes is not necessarily linear. The study showed that increasing the volume of engagement does not continuously produce proportional benefits, as the marginal benefits may decrease at higher levels of engagement. However, greater variety in consumer engagement behaviours can help reduce this diminishing effect and contribute to stronger brand-related outcomes. These findings suggest that consumers may respond differently to digital marketing activities depending on the extent and nature of their social media engagement. Building on this perspective, the present study categorises consumers into low, moderate, and high levels of social media engagement to examine whether the effectiveness of digital marketing differs across these engagement groups for Dinshaw's and Haldiram's.

2.6. Social Media Marketing and Consumer Response

Research in the Indian context also demonstrates that social media marketing can influence consumer responses through brand-related mechanisms.

(Upadhyay et al., 2022) examined the effectiveness of social media marketing efforts among Indian smartphone consumers. The study found that social media marketing influenced customer response and that brand equity partially mediated this relationship. The study also examined the role of brand trust in the relationship between social media marketing and consumer response.

2.7. Social Media Marketing, Brand Experience and Purchase Intention

Research has also demonstrated that social media marketing can influence consumers' brand experiences and purchase-related intentions.

A study published in the *Journal of Retailing and Consumer Services* examined the relationships among social media marketing activities, brand experience, purchase intention and brand attitude. The research also considered high- and low-engagement customers as a moderating factor. The findings indicated that social media marketing activities played an important role in driving brand experience, purchase intention and brand attitude. (Khan, 2022)

2.8. Social Media Marketing and Brand Equity

(Hafez, 2023) investigated the relationship between social media marketing efforts, consumer brand engagement, brand attitude and overall brand equity. The study found that social media marketing efforts directly influenced consumer brand engagement and brand attitude. Consumer brand engagement and brand attitude partially mediated the relationship between social media marketing efforts and overall brand equity. Brand trust also moderated the relationship between social media marketing efforts and consumer brand engagement.

2.9. Social Media Marketing and Brand Loyalty

Recent studies have moved beyond brand awareness and brand equity to examine brand loyalty.

(Kumar & Hsieh, 2024) investigated the influence of social media marketing activities on brand experience, continued usage intentions and brand loyalty. Their findings indicated that social media marketing activities were associated with sensory, affective, behavioural and intellectual dimensions of brand experience. These dimensions subsequently influenced continued usage intentions and brand loyalty.

2.10. Social Media Engagement and Brand Loyalty

(Changani & Kumar, 2024) examined social media marketing activities, brand community engagement and brand loyalty. Their study investigated whether brand community engagement could explain the relationship between social media marketing activities and brand loyalty, while also considering self-brand congruency.

Similarly, research among Generation Z consumers found that social media engagement and influencer partnerships significantly influenced brand loyalty, while content quality played a moderating role. (Hadikusuma & Ginting, 2024)

2.11. Recent Indian Evidence: Social Media Marketing and Purchase Behaviour

Recent Indian research further supports the connection between social media marketing, engagement and consumer behaviour.

A 2026 Indian study based on 1,111 respondents examined social media marketing and consumer purchase decisions using the Stimulus–Organism–Response framework. The study found that brand awareness and customer reviews were among the strongest factors associated with purchase behaviour, while demographic characteristics such as income and region influenced some of the relationships. (Rahman et al., 2026)

Another 2026 Indian study examining digital marketing practices in retail markets found that social media engagement, content credibility, influencer endorsements and online trust significantly affected consumer purchase intention. (nrjss, n.d.)

2.12. Gen Z and Social Media Marketing

(K s & Massand, 2025) investigated the factors associated with social media marketing activities and their influence on purchase intention among Generation Z. The study highlights the importance of social media marketing activities for brand identity and examines their relationship with purchase intention among digitally oriented consumers. Recent 2026 research has also examined the relationship between social media engagement metrics and purchase intention, operationalising engagement through measures such as likes, comments, shares and time spent (Chaudhary & Gurjar, 2026)

3. RESEARCH GAP

Although previous studies have established that social media marketing activities can positively influence brand equity, purchase intention, brand attitude, customer engagement and brand loyalty, several gaps remain. Much of the existing literature examines social media marketing effectiveness either at a general consumer level or in relation to a single brand or industry. For example, studies have focused on the relationship between social media marketing activities and brand equity or purchase intention without sufficiently examining whether marketing effectiveness varies according to the level of consumer engagement with social media content. (Schaefer et al., 2021), highlighted that the benefits associated with social media engagement may vary with engagement volume and variety, suggesting that higher levels of engagement do not necessarily generate proportionately higher benefits. However, limited research has empirically compared digital marketing effectiveness across clearly differentiated low, moderate and high social media engagement groups.

Furthermore, limited attention has been given to comparative evaluation of Indian consumer brands operating in competitive food and beverage markets. In particular, there is a lack of comparative research examining whether consumers at different engagement levels perceive and respond differently to the digital marketing efforts of established Indian brands such as Dinshaw's and Haldiram's. Existing studies also tend to focus on individual outcomes such as purchase intention, brand equity or loyalty rather than examining digital marketing effectiveness comparatively across brands and engagement levels.

Therefore, the present study addresses this gap by comparing the digital marketing effectiveness of Dinshaw's and Haldiram's across low, moderate and high levels of social media engagement. The study seeks to determine whether significant differences exist between the two brands and whether consumers with different levels of social media engagement respond differently to their digital marketing activities. This approach provides a more nuanced understanding of how the intensity of social media engagement may influence consumers' evaluation of digital marketing efforts in the Indian market.

4. STATEMENT OF THE PROBLEM

In the contemporary digital environment, social media has become a vital platform for brand promotion and customer engagement. Organizations invest substantial resources in digital marketing activities; however, the effectiveness of these efforts varies across brands. While Haldiram's enjoys a strong national presence and extensive social media reach, Dinshaw's operates

with a comparatively regional market focus. The extent to which differences in social media engagement influence the overall effectiveness of their digital marketing strategies remains unclear. Therefore, the present study seeks to compare the digital marketing effectiveness of Dinshaw's and Haldiram's across different levels of social media engagement and identify how engagement metrics contribute to brand visibility, customer interaction, and marketing success.

5. RESEARCH OBJECTIVES

- O1:** To assess the level of social media engagement of consumers with Dinshaw's and Haldiram's.
- O2:** To measure the perceived effectiveness of digital marketing activities of Dinshaw's and Haldiram's.
- O3:** To compare the digital marketing effectiveness of Dinshaw's and Haldiram's.
- O4:** To examine whether digital marketing effectiveness differs significantly across different levels of social media engagement.
- O5:** To compare consumers' perceptions of the social media presence, digital advertisements, and communication of offers and promotions of Dinshaw's and Haldiram's.

6. HYPOTHESES

Hypothesis 1 – Brand comparison

H0₁: There is no significant difference in the perceived digital marketing effectiveness of Dinshaw's and Haldiram's.

H1₁: There is a significant difference in the perceived digital marketing effectiveness of Dinshaw's and Haldiram's.

Hypothesis 2 – Engagement levels

H0₂: There is no significant difference in the perceived digital marketing effectiveness across different levels of social media engagement.

H1₂: There is a significant difference in the perceived digital marketing effectiveness across different levels of social media engagement.

Hypothesis 3- Interaction between brand and engagement level.

H0₃: There is no significant interaction effect between brand and social media engagement level on perceived digital marketing effectiveness.

H1₃: There is a significant interaction effect between brand and social media engagement level on perceived digital marketing effectiveness.

7. RESEARCH METHODOLOGY

7.1 Research Design

The study adopts a descriptive and comparative research design. It aims to compare the digital marketing effectiveness of Dinshaw's and Haldiram's and examine whether perceived digital marketing effectiveness differs across different levels of social media engagement. The study follows a quantitative research approach using structured questionnaire-based data collection.

7.2 Data Sources

The study is based on both primary and secondary data.

- **Primary Data:** Collected through a structured questionnaire administered to consumers familiar with the digital presence of Dinshaw's and Haldiram's.
- **Secondary Data:** Obtained from research articles, journals, books, company websites, social media platforms, industry reports, and published literature related to digital marketing and social media engagement.

7.3 Sampling Technique

The study employed Convenience Sampling Technique to collect responses from consumers who actively use social media and are aware of the brands Dinshaw's and Haldiram's. Respondents were selected based on their accessibility and willingness to participate in the survey.

7.4 Sample Size

A total of 253 valid responses were collected and used for analysis. The respondents belonged to different age groups, occupations, income categories, and levels of social media usage.

7.5 Variables of the Study

Type of Variable	Variable
Independent Variable	Social Media Engagement
Dependent Variable	Digital Marketing Effectiveness
Grouping Variable	Brand (Dinshaw's and Haldiram's)
Classification Variable	Level of Social Media Engagement (Low, Medium, High)

The study measured:

- Dinshaw's Social Media Engagement (DSE)
- Haldiram's Social Media Engagement (HSE)
- Dinshaw's Digital Marketing Effectiveness (DME-D)
- Haldiram's Digital Marketing Effectiveness (DME-H)
- Comparative Measure (CMP)

7.6 Tools and Techniques Used

The collected data were analyzed using the following statistical tools:

1. **Descriptive Statistics**
 - Mean
 - Standard Deviation
 - Frequency and Percentage Analysis
2. **Reliability Analysis** -Cronbach's Alpha to assess internal consistency of the scales.
3. **Normality Test** -Shapiro–Wilk Test.
4. **Paired Sample t-Test** -To compare social media engagement and digital marketing effectiveness between Dinshaw's and Haldiram's.
5. **Pearson Correlation Analysis** -To examine the relationship between social media engagement and digital marketing effectiveness.
6. **Simple Linear Regression Analysis** -To determine the impact of social media engagement on digital marketing effectiveness.
7. **One-Way ANOVA** -To assess differences in digital marketing effectiveness across Low, Medium, and High social media engagement groups.

8. **Post Hoc Tukey Test**
9. **Comparative Regression Analysis** -To evaluate the combined contribution of social media engagement variables of both brands on the comparative measure.
10. **Software Used:** Statistical analysis was performed using **SPSS** for data coding, analysis, and interpretation.

8. COMPANY PROFILE AND DIGITAL PRESENCE ANALYSIS

8.1 Dinshaw's

Dinshaw's is a well-known Indian dairy and food brand with a strong regional presence, particularly in Maharashtra and the Nagpur region. The company has established its identity through a range of dairy-based and food products, including ice creams, milk products, beverages, and other related offerings. Its long-standing presence in the market has contributed to considerable brand recognition and customer familiarity.

From a digital marketing perspective, Dinshaw's provides an interesting example of how a regional brand can use digital platforms to maintain customer engagement and strengthen its market presence. Its digital communication can be examined through its website, social media platforms, online promotional activities, product-related content, and customer interactions. Visual content, seasonal promotions, product launches, festive campaigns, and brand-related posts can contribute to creating awareness and maintaining consumer interest.

The digital presence of Dinshaw's can therefore be evaluated in terms of brand visibility, social media engagement, promotional effectiveness, customer interaction, accessibility of product information, and the ability of digital platforms to influence consumer awareness and purchase intentions. As a relatively strong regional brand, its digital marketing practices provide an appropriate basis for comparison with a nationally recognised food brand such as Hadrian's.

8.2 Haldiram's

Haldiram's is one of India's prominent food brands, with a wide product portfolio covering traditional Indian sweets, snacks, packaged foods, beverages, ready-to-eat products, and restaurant offerings. The brand has developed a strong market presence in India as well as international markets. Its combination of traditional food products and modern retail and restaurant operations has helped it maintain a broad consumer base.

Haldiram's has also developed a significant digital presence through its official website, social media platforms, online food-ordering channels, digital advertising, and promotional campaigns. Digital platforms enable the company to communicate product information, introduce new products, promote festive and seasonal offerings, interact with customers, and increase the accessibility of its products and services.

The company's digital marketing activities can be analysed in terms of social media presence, quality and frequency of digital content, online promotions, customer engagement, website effectiveness, brand communication, and digital accessibility. Festive occasions and culturally relevant campaigns can also be important elements of its digital communication strategy because sweets and snacks are closely associated with Indian celebrations and gifting.

8.3 Social Media Engagement Analysis

The social media engagement of Dinshaw's and Haldiram's can be analysed using followers, likes, comments, shares, views, posting frequency and engagement rate. These indicators help assess the extent to which the two brands use social media to create awareness, interact with consumers and generate digital engagement.

8.3.1 Dinshaw's

Dinshaw's maintains a digital presence through platforms such as Instagram, Facebook, LinkedIn, YouTube and X/Twitter. Its official website also links its brand identity with its long-standing presence in the dairy and food segment.

- **Followers:** Dinshaw's has a comparatively strong professional social-media presence. Its LinkedIn page reports approximately 42,000 followers, indicating considerable digital reach. Its Instagram presence has also been reported at around 10,850 followers in third-party social analytics.

- **Likes:** Likes on individual posts indicate immediate audience response to product photographs, promotional content, festive posts and brand campaigns.
- **Comments:** Comments provide an indication of active consumer interaction. Dinshaw's posts can generate comments related to products, flavours, customer experiences and brand appreciation.
- **Shares:** Shares are particularly relevant for food and ice-cream content because visually appealing products, offers and seasonal campaigns can encourage users to share content with their networks.
- **Views:** Video-based content such as product presentations, advertisements, manufacturing/behind-the-scenes content and promotional reels can be assessed through views. Dinshaw's has also used video-oriented content to communicate its manufacturing heritage and products.
- **Posting Frequency:** Regular posting is important for maintaining visibility. Dinshaw's uses social platforms for product-related communication, campaigns and brand storytelling rather than depending exclusively on traditional advertising.

8.3.2 Haldiram's

Haldiram's has a considerably broader digital footprint, supported by its large product portfolio and national/international market presence. Its online platform actively promotes sweets, savouries, bakery products, beverages, ready-to-eat products, gifting and other categories.

- **Followers:** Haldiram's has a substantial social-media following. For example, the Instagram account @haldirams.official currently has approximately **166,000 followers**, with more than 1,400 media posts.
- **Likes:** Likes provide an indication of the immediate popularity of individual posts. Product launches, festive content, food visuals and promotional campaigns can attract varying levels of likes.
- **Comments:** Comments indicate direct audience interaction with the brand. Questions, appreciation, product-related discussions and responses to campaigns can be considered when evaluating this dimension.
- **Shares:** Shares are an important indicator for Haldiram's because festive greetings, food content, gifting ideas and promotional posts have potential for wider circulation among users.
- **Views:** Reels and video content can be assessed through views to determine the reach and attractiveness of Haldiram's digital content. Video engagement is particularly relevant for showcasing food products and campaigns.
- **Posting Frequency:** Haldiram's maintains an extensive content presence across its digital channels. The Instagram account, for example, has more than 1,400 published media items, indicating sustained content activity.

9. DATA ANALYSIS AND INTERPRETATION

The analysis uses:

- **DSE1–DSE5** → Dinshaw's Social Media Engagement (DSE)
- **HSE1–HSE5** → Haldiram's Social Media Engagement (HSE)
- **DME_D1–DME_D4** → Dinshaw's Digital Marketing Effectiveness (DME-D)
- **DME_H1–DME_H4** → Haldiram's Digital Marketing Effectiveness (DME-H)
- **CMP1–CMP5** → Comparative measure (CMP)

Composite scores were calculated as the mean of the respective items.

Demographic Profile

Interpretation:

The sample is quite young. The sample comprises 33.20% below 20 years and 28.85% 30 to 39 years and 27.67% 20 to 29 years. Only 10.28% of respondents are 40 years old. This means that the study is predominantly of younger consumers, who are likely to have very high exposure to social media.

Table 1: Age

Age Group	Frequency	Percentage
Below 20 years	84	33.20%
20–29 years	70	27.67%
30–39 years	73	28.85%
40–49 years	23	9.09%
50 years and above	3	1.19%
Total	253	100%

Table 2: Gender

Gender	Frequency	Percentage
Male	121	47.83%
Female	130	51.38%
Other	2	0.79%
Total	253	100%

Interpretation:

We find the gender distribution to be fairly balanced with females being 51.38% and males being 47.83%. Thus, the results are not dominated by either male or female respondents.

Table 3: Occupation

Occupation	Frequency	Percentage
Student	65	25.69%
Service	103	40.71%
Business	65	25.69%
Pensioner	2	0.79%
Freelancer	3	1.19%
Professional	10	3.95%
Homemaker	5	1.98%

Interpretation:

Service employees are the largest group (40.71%), followed by students and business respondents, each accounting for 25.69%. Thus, the sample is full of economically active consumers.

Table 4: Monthly Family Income

Income	Frequency	Percentage
Below ₹25,000	68	26.88%
₹25,001–50,000	84	33.20%
₹50,001–75,000	78	30.83%
₹75,001–1,00,000	13	5.14%
Above ₹1,00,000	10	3.95%

Interpretation:

According to the data, the majority of respondents are in the ₹25,001 to ₹75,000 income range. Together, these two categories constitute 64.03% of the sample.

Table5: Daily Social Media Usage

Usage	Frequency	Percentage
Less than 1 hour	84	33.20%
1–2 hours	45	17.79%
2–4 hours	58	22.92%
4–6 hours	47	18.58%
More than 6 hours	19	7.51%

Interpretation:

One-third of respondents spend less than one hour a day on social media. But 49.01% spend between 2 and more than 6 hours daily, indicating great social media exposure in the sample.

Reliability Analysis

Table 6: Cronbach's Alpha was calculated for all major constructs.

Construct	Items	Cronbach's Alpha	Interpretation
Dinshaw's Social Media Engagement	5	0.815	Good
Haldiram's Social Media Engagement	5	0.785	Good
Dinshaw's Digital Marketing Effectiveness	4	0.788	Good
Haldiram's Digital Marketing Effectiveness	4	0.758	Acceptable
CMP	5	0.757	Acceptable

Interpretation

All the five constructs have Cronbach's Alpha above 0.70. So, the scales are quite consistent and can be used in further statistical analysis. The best reliability is found in Dinshaw's Social Media Engagement ($\alpha = 0.815$) and all other constructs are well above the accepted level.

Conclusion: The questionnaire scales are reliable.

Table 7: Descriptive Statistics

Variable	Mean	SD	Minimum	Maximum
Dinshaw's Social Media Engagement	3.711	0.669	1	5
Haldiram's Social Media Engagement	3.729	0.573	1.6	5
Dinshaw's Digital Marketing Effectiveness	3.551	0.689	1	5
Haldiram's Digital Marketing Effectiveness	3.703	0.602	2	5
CMP	3.757	0.566	2.2	5

Interpretation

Interpretation. Both brands get relatively good social media engagement scores. Haldiram's has a slightly higher engagement mean (3.729) than Dinshaw's (3.711). However, the difference is very small. Haldiram's has a higher mean (3.703) for digital marketing effectiveness than Dinshaw's (3.551). This indicates that respondents feel Haldiram's digital marketing efforts are somewhat more positive. The CMP mean of 3.757 also shows generally positive comparisons.

Item-wise Descriptive Analysis

Table 8: Dinshaw's Social Media Engagement

Item	Mean	SD
DSE1	3.652	0.916
DSE2	3.743	0.851
DSE3	3.676	0.929
DSE4	3.862	0.909
DSE5	3.625	0.8

Interpretation: DSE4 has the highest mean (3.862), while DSE5 has the lowest (3.625).

Table 9: Haldiram's Social Media Engagement

Item	Mean	SD
HSE1	3.715	0.815
HSE2	3.719	0.743
HSE3	3.68	0.875
HSE4	3.739	0.715
HSE5	3.791	0.75

Interpretation: HSE5 records the highest mean (3.791), while HSE3 records the lowest (3.680). The responses are relatively consistent.

Table 10: Dinshaw's Digital Marketing Effectiveness

Item	Mean	SD
DME_D1	3.32	1.014
DME_D2	3.684	0.753
DME_D3	3.478	0.986
DME_D4	3.723	0.736

Interpretation: DME_D4 has the strongest mean score whereas DME_D1 is much weaker. This suggests that Dinshaw's digital marketing strategy could be better.

Table 11: Haldiram's Digital Marketing Effectiveness

Item	Mean	SD
DME_H1	3.783	0.753
DME_H2	3.64	0.817
DME_H3	3.648	0.796
DME_H4	3.739	0.794

Interpretation: DME_H1 records the highest mean score, while DME_H2 is comparatively lower.

Normality Test

Table 12: Shapiro–Wilk results:

Construct	W	p-value
DSE	0.965	<0.001
HSE	0.962	<0.001
DME-D	0.973	<0.001
DME-H	0.974	<0.001
CMP	0.977	<0.001

The Shapiro-Wilk test is statistically significant for all variables. But given $N = 253$, it tends to be sensitive to very small deviations from normality. The skewness is typically from -0.55 to +0.16 and is not extreme. Therefore, the composite scores can be reasonably analysed using parametric methods, especially given the sample size and relatively moderate skewness.

Dinshaw's vs Haldiram's social media Engagement Because the same respondents evaluated both brands, the appropriate test is a Paired Samples t-test, rather than an independent-samples t-test.

Hypotheses

H₀: There is no significant difference between Dinshaw's and Haldiram's social media engagement.

H₁: There is a significant difference between Dinshaw's and Haldiram's social media engagement.

Brand	Mean	t	p-value
Dinshaw's	3.551		
Haldiram's	3.703	-3.966	<0.001

Interpretation

Dinshaw's and Haldiram's social media engagement is not statistically significant ($p = 0.625 > 0.05$).

Although Haldiram has a slightly higher mean engagement score, the difference is too small to be statistically meaningful.

Decision: Fail to reject H_0 .

Research finding

There is no significant difference between Dinshaw's and Haldiram's social media engagement among the respondents.

Dinshaw's vs Haldiram's Digital Marketing Effectiveness

Dinshaw's vs Haldiram's Digital Marketing Effectiveness. As respondents were comparing both brands, a Paired Samples t-test is appropriate.

Hypotheses

H₀: There is no significant difference in digital marketing effectiveness between Dinshaw's and Haldiram's.

H₁: There is a significant difference in digital marketing effectiveness between Dinshaw's and Haldiram's.

Brand	Mean	t	p-value
Dinshaw's	3.551		
Haldiram's	3.703	-3.966	<0.001

Mean difference = **-0.151**

Interpretation

The result is statistically significant ($p < 0.001$). So, there is a significant difference in perceived digital marketing effectiveness between the two brands. Haldiram's mean score (3.703) is significantly higher than Dinshaw's (3.551). The effect size is Cohen's $d_z = 0.249$, indicating a small effect.

Research finding

Haldiram's is perceived as significantly more effective than Dinshaw's in terms of digital marketing effectiveness. This is one of the most important findings of your paper.

Relationship Between Social Media Engagement and Digital Marketing Effectiveness

Table 13: Pearson Correlation

Variables	r	p-value	Interpretation
DSE → DME-D	0.319	<0.001	Weak positive correlation
HSE → DME-H	0.547	<0.001	Moderate positive correlation
DSE → DME-H	0.447	<0.001	Moderate positive correlation
HSE → DME-D	0.514	<0.001	Moderate positive correlation
DME-D → DME-H	0.566	<0.001	Moderate positive correlation
DSE → HSE	0.594	<0.001	Moderate positive correlation

Interpretation

The strongest brand-specific relationship is between Haldiram's Social Media Engagement and Haldiram's Digital Marketing Effectiveness ($r = 0.547$, $p < 0.001$). For Dinshaw's, the relationship is positive but weaker ($r = 0.319$, $p < 0.001$). This indicates that higher social media engagement is associated with greater perceived digital marketing effectiveness for both brands but the association is significantly stronger for Haldiram's.

Regression Analysis

Table 14: Model 1: Dinshaw's

Dependent Variable: DME-D

Independent Variable: DSE

Statistic	Value
R	0.319
R ²	0.102
F	28.423
p	<0.001
β/B	0.329
t	5.331
p	<0.001

Interpretation

Dinshaw's social media engagement strongly predicts digital marketing effectiveness. $R^2 = 0.102$ means that approximately 10.2% of the variance in Dinshaw's digital marketing effectiveness is explained by social media engagement. The regression coefficient is positive, meaning that higher engagement is associated with higher digital marketing effectiveness.

Table 15: Model 2: Haldiram's

Dependent Variable: DME-H

Independent Variable: HSE

Statistic	Value
R	0.547
R ²	0.299
F	107.134
p	<0.001
β /B	0.574
t	10.351
p	<0.001

Interpretation

Haldiram's social media engagement is a significant predictor of its digital marketing effectiveness. An R² value of 0.299 indicates that about 29.9% of the variance in Haldiram's digital marketing effectiveness is explained by the social media engagement. This is much higher than the 10.2% explained variance for Dinshaw's.

Important comparative finding

Social media engagement appears to have a much stronger relationship with digital marketing effectiveness for Haldiram's than for Dinshaw's.

Different Levels of Social Media Engagement

To address the specific wording of your title, I classified respondents into Low, Medium and High engagement groups using sample tertiles.

For both brands, the approximate cut points were:

- **Low:** ≤ 3.40
- **Medium:** >3.40 to 4.00
- **High:** >4.00

These categories are data-derived rather than arbitrary.

Table 15: Dinshaw's: Engagement Level and Digital Marketing Effectiveness

Engagement Level	N	Mean DME-D	SD
Low	92	3.38	0.555
Medium	100	3.47	0.622
High	61	3.943	0.823

One-Way ANOVA

F = 14.820, p < 0.001

Effect size: $\eta^2 = 0.106$

Interpretation

There is a significant difference in Dinshaw's digital marketing effectiveness at the three levels of social media engagement. The mean increases from: Low = 3.380 → Medium = 3.470 → High = 3.943. The high engagement group has much higher perceived digital marketing effectiveness.

Post Hoc Tukey

- High vs Low → Significant
- High vs Medium → Significant
- Low vs Medium → Not significant

Conclusion

For Dinshaw's, the major difference occurs between the High Engagement group and the other two groups.

Table 16: Haldiram's: Engagement Level and Digital Marketing Effectiveness

Engagement Level	N	Mean DME-H	SD
Low	90	3.444	0.478
Medium	117	3.647	0.507
High	46	4.348	0.588

One-Way ANOVA

$F = 48.542, p < 0.001$

Effect size:

$\eta^2 = 0.280$

Interpretation

There is a marked difference in Haldiram's digital marketing effectiveness for the three groups of engagement. The mean increases strongly: Low = 3.444 → Medium = 3.647 → High = 4.348. The effect size $\eta^2 = 0.280$ is a good level of relation between engagement and digital marketing effectiveness.

Tukey Post Hoc

All three comparisons are significant:

- High vs Low → Significant
- High vs Medium → Significant
- Medium vs Low → Significant

Important finding

Haldiram's shows a much stronger differentiation across engagement levels than Dinshaw's.

Comparative Regression Model

A further analysis was performed with both brands' engagement scores predicting the CMP score.

Dependent Variable: CMP

Predictors: DSE and HSE

Statistic	Value
R ²	0.377
Adjusted R ²	0.372
F	75.503
p	<0.001

Coefficients:

Predictor	B	t	p
DSE	0.294	5.596	<0.001
HSE	0.335	5.473	<0.001

Interpretation

Together, Dinshaw's and Haldiram's social media engagement account for about 37.7% of the variation in CMP. Both engagement variables are significant positive predictors. Haldiram's engagement has a slightly larger unstandardized coefficient ($B = 0.335$) than Dinshaw's ($B = 0.294$), suggesting a slightly stronger contribution to the comparative outcome.

Table 17: Hypothesis Testing Summary

Hypothesis	Test	Result	Decision
H1: There is a significant difference in social media engagement between Dinshaw's and Haldiram's.	Paired t-test	$p = 0.625$	Rejected
H2: There is a significant difference in digital marketing effectiveness between Dinshaw's and Haldiram's.	Paired t-test	$p < 0.001$	Supported
H3: Dinshaw's social media engagement significantly influences its digital marketing effectiveness.	Regression	$p < 0.001$	Supported
H4: Haldiram's social media engagement significantly influences its digital marketing effectiveness.	Regression	$p < 0.001$	Supported
H5: Digital marketing effectiveness differs across levels of Dinshaw's social media engagement.	ANOVA	$p < 0.001$	Supported
H6: Digital marketing effectiveness differs across levels of Haldiram's social media engagement.	ANOVA	$p < 0.001$	Supported

Overall Interpretation of the Study

The 253 respondents show that Dinshaw's and Haldiram's have a good social media engagement score, but the difference in social media engagement is not statistically significant between the two brands. Although both brands have similar levels of social media engagement, Haldiram's digital marketing effectiveness is much better than Dinshaw's, which is a good point because having the same level of social media engagement does not mean that you have equal perceived digital marketing effectiveness.

Also, the correlation and regression analyses of social media engagement show that social media engagement positively affects digital marketing effectiveness for both brands. But for Haldiram's, the relationship is much stronger. Social media engagement accounts for 29.9% of the variation in Haldiram's digital marketing effectiveness, compared to only 10.2% for Dinshaw's. The ANOVA results confirm this. For both brands, those who have high social media engagement have higher digital marketing effectiveness. But the trend is significantly stronger among Haldiram's, where the high-engagement group has an average effectiveness score of 4.348, compared to 3.444 among the low-engagement group. Thus, the overall findings indicate that Haldiram's seems to convert social media engagement into perceived digital marketing effectiveness more effectively than Dinshaw's.

10. FINDINGS

1. The study found that both Dinshaw's and Haldiram's enjoy a satisfactory level of social media engagement among consumers, with Haldiram's reporting a marginally higher engagement score. However, the difference in social media engagement between the two brands was not statistically significant.
2. Haldiram's was perceived to be significantly more effective in its digital marketing activities than Dinshaw's. Consumers rated Haldiram's higher in terms of digital communication, online promotions, and overall digital presence.
3. Social media engagement exhibited a positive and significant relationship with digital marketing effectiveness for both brands. Higher engagement levels were associated with better perceptions of digital marketing performance.
4. Regression analysis revealed that social media engagement significantly predicts digital marketing effectiveness. The impact was stronger for Haldiram's ($R^2 = 29.9\%$) than for Dinshaw's ($R^2 = 10.2\%$).
5. Consumers classified under high social media engagement reported significantly higher digital marketing effectiveness scores than those in low and medium engagement categories for both brands.
6. The influence of social media engagement on digital marketing effectiveness was substantially stronger in the case of Haldiram's, indicating that the brand converts online engagement into marketing outcomes more effectively.
7. Both Dinshaw's and Haldiram's social media engagement scores were found to be significant positive predictors of the comparative measure (CMP), collectively explaining 37.7% of its variance.

11. SUGGESTIONS

1. Dinshaw's should strengthen its digital marketing strategy by increasing the frequency of content posting, improving visual storytelling, and introducing more interactive campaigns to enhance consumer engagement.
2. Greater emphasis should be placed on user-generated content, contests, polls, and influencer collaborations to encourage higher levels of participation and engagement among consumers.
3. Both brands should focus on engagement quality rather than merely engagement volume, as meaningful interactions such as comments, shares, and discussions contribute more effectively to marketing success.
4. Haldiram's should continue leveraging its strong digital presence while adopting data-driven personalization techniques to maintain and enhance customer engagement.
5. Targeted social media campaigns should be designed for different consumer segments, especially younger consumers who constitute a major portion of the social media audience.
6. Regular monitoring of engagement metrics such as likes, comments, shares, views, and engagement rates should be undertaken to evaluate campaign performance and improve decision-making.
7. Regional brands such as Dinshaw's can benefit from localized digital marketing initiatives, including region-specific promotions, cultural campaigns, and community engagement activities.
8. Future digital marketing efforts should integrate social media engagement with broader marketing objectives such as brand loyalty, purchase intention, and customer retention.

12. CONCLUSION

The present study examined the digital marketing effectiveness of Dinshaw's and Haldiram's across different levels of social media engagement. The findings indicate that although both brands enjoy comparable levels of social media engagement, Haldiram's demonstrates significantly higher digital marketing effectiveness. The study further confirms that social media engagement plays a vital role in influencing consumers' perceptions of digital marketing effectiveness.

The results reveal that higher levels of engagement are associated with greater marketing effectiveness for both brands. However, Haldiram's exhibits a stronger relationship between social media engagement and digital marketing outcomes, suggesting that it utilizes its digital platforms more effectively to communicate with and influence consumers. The study also highlights that consumers with high engagement levels perceive digital marketing activities more positively than consumers with low engagement levels.

Overall, the research establishes that social media engagement is a critical determinant of digital marketing success in the food and beverage industry. The findings provide useful insights for marketers, brand managers, and researchers seeking to improve digital marketing performance through enhanced consumer engagement strategies. The study contributes to the growing body of literature on digital marketing by providing a comparative perspective on two prominent Indian food brands operating at different market scales.

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