
RESEARCH ARTICLE

From Engagement to Retention: An Exploratory Sequential Approach to Social CRM and Social Media Marketing for Facebook Sellers

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ABSTRACT

This exploratory research delves into the marketing strategies that Facebook online sellers employ, stressing their importance in increasing sales, engaging customers, and building customer loyalty. A mixed-method exploratory sequential design in varying sequences included qualitative interviews with sellers in Metro Manila followed by structured surveys to allow for a more sweeping quantitative understanding. Content and factor analyses indicated two realms of effective strategies: CRM Engagement and Social Media Marketing. This study adds to the theoretical understanding of Social CRM by linking social media marketing to this concept through the purpose of coherent branding and improved customer experience. It represents practical findings as simultaneous use of CRM and digital marketing tools for targeted engagement and business performance. Although findings express a specificity to geography and the platform itself, this work creates insight for online sellers, micro-entrepreneurs, and research. Importantly, this study closes the gaps emanating from the available literature by making credible recommendations for online sellers to revise their strategies. Future studies could explore the multi-platform marketing strategy, put in place more objective metrics, and study additional external elements like trends of various products across the market. This work adds meaningful value to e-commerce practice, particularly for Facebook online sellers, and lays the groundwork for further development of customer-oriented and engagement-driven strategies within an ever-changing digital environment.

KEYWORDS

Social CRM; Marketing Strategies; Customer Engagement; E-commerce Practice

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1. Introduction

Electronic commerce, commonly known as e-commerce, refers to the buying and selling of goods and services through transactions facilitated on the Internet and completed via secure payment systems, enabling consumers to shop conveniently anytime and anywhere (Haryanti & Subriadi, 2020; Rosário & Raimundo, 2021; Dolfen et al., 2023). The shift towards e-commerce gained momentum with the introduction of the internet and mobile devices, in which accelerated significantly during the COVID-19 pandemic as e-commerce became fully integrated into the modern market (Malesev & Cherry, 2021; Tabuena et al., 2022; Riwayadi & Wulandari, 2022; Purnomo, 2023). E-commerce became the ideal solution for developing companies, offering minimal investment and delivering a top-notch experience, as it provides greater convenience by enabling consumers to purchase from

the comfort of their homes (Yandug et al., 2020; Almase et al., 2022; Dolfen et al., 2023). Companies have incorporated the electronic marketplace into their strategies to enhance visibility and tap into the global market, contributing to the expansion of e-commerce (Tsagkias et al., 2021; Piranda et al., 2022). E-commerce sales reached an estimated \$5.8 trillion, with forecasts predicting a 39% increase in the coming years, with expectations to surpass \$8 trillion by 2027.

As e-commerce continues to reshape the retail landscape, platforms like Facebook have emerged as crucial players in this transformation, functioning not only as social networking sites but also as powerful tools for facilitating direct consumer transactions and enhancing customer engagement, reflecting broader trends in supply chain management within the digital economy (Fischer & Tümpel, 2023; Kaur, Gupta, & Das, 2024; Brown, Johnson, & Wilson, 2024; Mudd et al., 2021; Salhi et al., 2023). Facebook enables users to create profiles, connect with others, and share information, which fosters online interactions and content sharing (Boyd & Ellison, 2007; Kaplan & Haenlein, 2010). Moreover, it serves as an essential resource for information-seeking and social participation, especially among students who utilize the platform to gather insights and engage with communities (Houghton & Joinson, 2015; Boulianne, 2015). Recently, Facebook has expanded its role into e-commerce, providing businesses with a platform for direct transactions, improved customer interaction, and streamlined marketing strategies through features like Facebook Marketplace and targeted advertising (Mažeikienė, 2021; Ferri et al., 2022). This integration of social media and commerce allows businesses to leverage social connectivity, enhancing brand visibility and customer engagement through personalized and targeted advertising based on user data (Balakrishnan, 2023; Kumar et al., 2023). As a vital component of the broader social commerce ecosystem, Facebook significantly influences consumer purchase decisions and promotes the rising trend of "shopping on social" (McLoughlin, 2022).

During the COVID-19 pandemic, widespread lockdowns and social distancing led to a global shift in consumer behavior, with many turning to digital platforms like Facebook, which became a key platform in online commerce through features such as Facebook Marketplace and Facebook Shops (Bozzi et al., 2022; Nanda & Zhang, 2021). The pandemic-driven lockdowns and the rise of digitalization prompted a significant shift toward online selling, with many businesses and individuals leveraging Facebook's marketing tools to enhance visibility and sales (World Economic Forum, 2021; PwC, 2021). Facebook Marketplace has evolved into a widely used digital marketing tool, enabling users to easily engage in buying and selling while allowing sellers to promote their products through strategies like targeted advertising, sales promotions, and individual product listings (Piranda et al., 2022).

Marketing strategies are the actions businesses use to promote their products or services to meet their goals. These strategies help businesses, especially online sellers, to reach their target market or audience, differentiate themselves from competitors, and increase their sales. Furthermore, utilizing consumer insights and market trends is necessary for gaining a competitive edge (Varadarajan, 2020). In expanding markets, aligning the marketing strategies to fit local market trends is key to success since marketing should fit the unique habits and situations of the consumers (Paul, 2020).

Social Media Marketing plays a significant role in increasing online traffic and boosting sales, and this tool is powerful for online sellers to engage more with their customers (Dolega et al., 2021). As digital marketing innovates, online sellers must keep up with the new technology and stay competitive in the market (Basimakopoulou et al., 2022). This study explored how effective online marketing strategies are, particularly for the Facebook Marketplace, which can be used by SMEs as a low-cost and accessible marketing tool that helps them increase their market reach and earnings (Santos, 2020; Piranda et al., 2022).

Similarly, Tabuena et al. (2022) explored the utility of social media focused on brand recognition and customer engagement and revealed the difficulties and opportunities that online sellers encounter. Online marketing offers numerous advantages to business sellers, such as the ability to use social media as a platform without needing physical stores, easy access to customers, and flexible communication while also enabling the use of multiple online platforms and product lines for growth in terms of product, price, and promotion, creating a convenient venue for both macro and micro-entrepreneurs to strategize based on customer feedback (Santos, 2020; Almase et al., 2022; Javier, 2024). In addition, differential product strategies, cost-plus pricing, and online advertising were identified as effective marketing methods and were utilized to propose a marketing framework for online sellers (Almase et al., 2022). However, the study focuses more on the framework's creation than on an in-depth exploration of successful marketing strategies, highlighting the limited research on the effective methods employed by online sellers.

Furthermore, numerous studies focused on the role and impact of digital marketing strategies on the performance of the business, specifically, in increasing sales (Lockett, 2018; Purnomo, 2023; Riwayadi, & Wulandari, 2022). Despite the increasing studies on the role and impact of digital marketing strategies in growing sales, studies identifying the specific marketing strategies online sellers use that are deemed effective strategies are still underexplored. On another note, Mehralian (2022) identified the effective factors of digital marketing strategies in consumers' emotional states and sales, which highlighted the role emotions play in the success of marketing, however, the factors that can enhance the effectiveness of marketing strategies for online sellers remain underexplored. Mas'od et al. (2019) pointed out, Facebook offers a wide range of tools to increase customer engagement and

purchase intentions, but many sellers are unable to fully exploit the features to their potential. Features such as targeted ads, interactive posts, and analytics, are still underutilized resulting to missed business opportunities to build relationships with consumers and increase sales. Furthermore, Cruz Villazón et al. (2020), highlight the significance of identifying the Key Performance Indicators to measure the effectiveness of marketing strategies since businesses that fail to maximize the use of Facebook features, may struggle to track their KPIs resulting in inefficiencies and ineffective marketing efforts.

Similarly, Reyes-Menendez et al. (2020) sought to identify the KPIs for measuring the marketing strategy efficiency specifically for mobile applications. However, there is still a lack of studies in understanding how online sellers measure the success of the marketing strategies they use. These gaps highlight the need to explore and identify the marketing strategies that Facebook online sellers find effective, identify the factors that make a marketing strategy effective, and determine the key performance indicators that the sellers use to measure the success of the strategy.

Therefore, this study aims to provide an in-depth understanding of effective marketing strategies used on Facebook, identify the factors that make effective marketing strategies, and determine the Key Performance Indicators (KPI) to measure the success rate of the strategies through an exploratory sequential design. Participants will be asked through an interview and structured online survey questionnaire.

This research would focus primarily on creating a better understanding of suitable and effective business strategies for Facebook online sellers. The study will particularly benefit the following: (1) business owners, (2) micro-entrepreneurs, and (3) future researchers. Business owners will gain insights on how to effectively implement strategies that are relevant to the current market. Micro-entrepreneurs will benefit from gaining knowledge on how to effectively connect with consumers and create innovative strategies that can help increase sales. Lastly, the findings of this study will serve as a reference for future research about microenterprise and online marketing strategies.

2. Review of Related Literature and Hypothesis Development

2.1 Theoretical Underpinnings

Expectation-confirmation theory (ECT) asserts that consumers will develop expectations about a product or service before purchasing it. Their satisfaction will be determined by whether they exceed or meet those expectations (Oliver, 1980). ECT highlights the importance of controlling customer expectations through clear and accurate descriptions of the products, reviews, and interactions. This can help to ensure consumer satisfaction (King & Durai, 2019). This study indicates that sellers consistently meeting or exceeding customer expectations are more likely to build customer loyalty (Tabuena et al., 2022).

Moreover, Trust Theory indicates that trust is a crucial element in online transactions, especially when customers cannot view the product physically before buying it. Trust-building is essential in e-commerce platforms, which gives the consumer a guarantee in purchasing products, such as transparent communication, clear return policies, and customer reviews (Mayer et al., 1995). In connection with Facebook online sellers, their marketing strategies' consistent and reliable effectiveness builds customers' trust (Puspitasari et al., 2018; Karunasingha & Abeysekera, 2020). Studies show that customer loyalty and retention increase trust levels, which are essential for long-term success (Santos, 2020).

The Social Identity Theory argues that people consider certain social groups as part of who they are, and this can include online communities. Online sellers can take advantage of this in building their own brand community to promote customer loyalty and increase the chances that customers will buy again (Tajfel & Turner, 1979). Facebook sellers who create communities around a brand or product set the stage for stronger customer loyalty and boosted sales as customers connect with their brand history and choose to identify their own self-worth in congruence with such. In addition, it was found that customer motivation which includes receiving information, remuneration, and social interaction, drives engagement that fosters commitment and trust. (Puspitasari et al., 2018; De Silva, 2020).

2.1.1 Commerce

Piranda et al. (2022) observed that in the digital age, marketing models had transformed significantly, altering how individuals and groups meet their needs. Driven by advancements in internet technology, e-commerce has emerged as a breakthrough in the marketing system, replacing the traditional direct model with a more modern approach.

Kedah (2023) defined E-commerce as the process of buying, selling, or transferring goods, services, and information via computer networks, allowing customers to access and place orders from any location. The convenience and accessibility offered by e-commerce platforms have revolutionized consumer behavior, allowing for a seamless shopping experience. In addition, Taher (2021) further discussed how the adoption of e-commerce has significantly enhanced the ability of businesses to connect with other organizations. As a result, companies can reduce production and delivery times, leading to faster turnaround and improved overall efficiency in their operations. This reduction leads to quicker turnaround times for orders, ultimately contributing to

enhanced customer satisfaction and loyalty. Moreover, the increased efficiency in operations positions businesses to be more competitive in the marketplace, adapting swiftly to changing demands and market conditions.

Tabuena et al. (2022) state that online shopping has seen a remarkable surge during the pandemic, as restrictions and safety concerns pushed consumers to seek convenient alternatives from traditional retail. This shift in consumer behavior has prompted entrepreneurs to embrace the digital phenomenon of e-commerce more readily. Arreola (2020) emphasized that as lockdowns and social distancing measures forced physical stores to close or limit operations, consumers turned to digital platforms for shopping. This shift not only highlighted the convenience and accessibility of e-commerce but also accentuated its role as a vital lifeline for both consumers and businesses.

Moreover, Santos (2020) points out that one of the advantages of e-commerce is its low cost for businesses, combined with effective strategies for attracting customers to promote and sell products and services through digital and virtual platforms. Additionally, Tabuena et al. (2022) emphasize that another benefit of e-commerce is the elimination of the need for traditional online stores, as digital platforms can serve as effective marketing channels, allowing businesses to reach a larger audience more easily through internet access.

Furthermore, Purnomo (2023) notes that e-commerce enables more precise measurement and analysis of marketing campaign effectiveness. It offers greater flexibility and customization in response to changing trends and consumer preferences, ultimately enhancing competitive advantage by enabling businesses to explore new and innovative marketing methods.

2.1.2 Marketing Strategies

Marketing strategies are achieved through the conscious application of customer feedback and market growth that enterprises are able to use to beat off their rivals, meet their target audience, outdo their competitors, and build up their businesses; through utilizing customer data, Varadarajan (2020) emphasizes that a business can enhance both strategic efficiency and overall performance. As Haeruddin et al. (2023) discuss, it is important for businesses to understand the dynamics of the global market, especially when they want to grow and experience competition beyond their borders. Their research finds that exploring both local and international trends leads to marketing strategies that are only capable of handling situations in diverse markets which is important for online sellers who wish to go beyond domestic sales.

Additionally, Juanico et al. (2020) stated that typical marketing tactics are the reason behind the effectiveness of small firms in the Philippines. In addition, Santos et al. (2022) mentioned that social media can be utilized by businesses as a low-cost but successful form of internet marketing. Business owners who employed innovative marketing techniques have endured the pandemic and are prospering in the new normal. On the other hand, Magboo et al. (2020) defined creative marketing as impactful on the businesses' branding, customer experience, and visual merchandising. These creative marketing strategies are effective in drawing in more consumers, thus also drawing in more revenue for the business. Moreover, Zhang et al. (2020) stated that the choice to buy a specific item is inversely connected to the number of details offered on the visual image of the product because more information compels users to spend additional time sorting through it.

Similarly, Chandrasena (2022) presents a broad view of marketing strategies in all industries, disclosing the way various sectors change their approaches to the specific challenges and consumer behaviors of the industry—a viewpoint that draws attention to the necessity of online sellers to apply flexible, responsive strategies to meet the rapidly changing needs of e-commerce. Paul (2020) states that understanding and adapting to local market dynamics is not only crucial but the success of marketing in emerging markets is, in fact, the main issue especially in the case of online sellers who usually target certain consumer segments and market types. Social media significantly influences retail website traffic and online sales, as shown by Dolega et al. (2021). This study shows that social media marketing can be a very effective tool for online sellers to attract and convert customers. Furthermore, Basimakopoulou, Theologou, and Tzavaras (2022) underlined the very fast pace of digitization in the area of digital marketing, which necessitates online sellers to catch up with new technological know-hows to be on the top in the digital market.

2.2 Hypothesis Development

Significant factors that contribute to the effectiveness of marketing strategies.

It was found that adopting digital marketing tools such as social media, content marketing, and mobile marketing is important for attracting and retaining consumers. These tools help companies engage their target audience and improve their business performance. (López García et al., 2019). In addition, companies can improve the implementation and control of marketing strategies using digital tools, especially in international markets, where digital technologies facilitate the implementation of marketing mix programs and the entry of foreign markets (Katsikeas et al., 2020). Therefore the researchers hypothesize that:

H1: There are significant factors that contribute to the effectiveness of marketing strategies.

3. Methodology

3.1 Research Design

This study implemented an exploratory sequential mixed-method design wherein a qualitative inquiry was conducted, followed by quantitative research. The qualitative phase involved in-depth interviews with 20 Facebook online sellers from Metro Manila and Cavite, selected through purposive sampling to gain insights into their experiences, strategies, and challenges in online selling. The data collected from these interviews were analyzed using thematic analysis, which helped identify key patterns and emerging themes related to online marketing practices, customer engagement, and trust-building. These qualitative findings were then used to refine and develop the survey instrument for the quantitative phase.

For the quantitative phase, a cluster sampling method was employed to distribute surveys among a larger group of 315 Facebook sellers in Metro Manila and Cavite. The survey aimed to validate the themes identified in the qualitative phase by measuring the extent of their influence on sellers’ success, marketing strategies, and consumer engagement. Data were analyzed using factor analysis and regression techniques to determine relationships between variables.

3.2 Research Instrumentation

The following questions was used in the interviews, adapted from various studies (Lockett, 2018; Mas’od et al., 2019; Mehralian, 2022; Taşçıoğlu et al., 2022) to ensure a comprehensive exploration of effective marketing strategies on Facebook:

1. What marketing strategies do you use on Facebook that you find most effective for boosting sales?
2. Which Facebook tools or features have been the most effective for increasing engagement and driving sales?
3. How do your marketing strategies on Facebook influence customer loyalty and repeat purchases?
4. What additional insights or best practices would you recommend for online sellers seeking to improve their marketing effectiveness on Facebook?

In the qualitative phase, selected participants received a letter of invitation and informed consent detailing the purpose of the study, a confidentiality guarantee, the researchers' contact information, and a consent form. Once participants signed the consent form, the researchers conducted semi-structured interviews virtually, focusing on participants’ marketing strategies, key performance indicators (KPIs), and perceived success factors. The interview sessions was recorded and transcribed with the participants' consent, allowing for thematic analysis using NVivo software to identify recurring patterns and themes (Vebrianto et al., 2020). After each interview, a short follow-up discussion will be conducted to gather additional insights.

In the quantitative phase, an online survey was distributed to a broader sample of 315 Facebook online sellers. The survey, structured based on themes from the qualitative findings, will use closed-ended questions and a Likert scale to assess respondents’ marketing practices and outcomes. Factor analysis and correlational analysis were then applied to analyze the survey data, facilitating the identification of key factors influencing effective marketing strategies. The combined results from both phases will provide a comprehensive understanding of best practices and challenges, informing practical recommendations for improving online marketing among Facebook sellers.

4. Results & Discussions

4.1 Assumptions Checks

Table 1. Bartlett’s Test of Sphericity

Bartlett’s Test of Sphericity		
χ^2	df	p
1422	45	< .001

Table 1 shows the Bartlett’s Test of Sphericity yields highly significant results. This supports the applicability of conducting factor analysis, $\chi^2 = 1422$, $df = 45$, $p < .001$. The use of the test determines if there is a sufficient deviation from the identity correlation matrix with zero elements in off-diagonal terms or if it was close enough for Bartlett's test to find the necessary off-diagonal nonzero terms that show interrelation between the variables being studied to reduce data with this technique.

The significant result supports the hypothesis that the data is sufficiently structured for factor analysis. This supports using latent factors to investigate the marketing methods used by Facebook sellers. The hypothesis suggesting the existence of significant factors contributing to effective marketing strategies is supported.

Table 2. KMO Measure of Sampling Adequacy

	MSA
Overall	0.948
Offering discounts or limited-time promotions encourages immediate purchases.	0.948
Using Facebook Ads is crucial for targeting the right audience and driving sales.	0.960
Responding quickly to customer inquiries improves customer satisfaction.	0.959
Joining and actively participating in Facebook groups positively impacts sales.	0.964
Sharing personal and behind-the-scenes content makes the brand more relatable to customers.	0.942
Consistent branding across posts creates a sense of professionalism and quality.	0.922
Listening to customer feedback and improving products based on suggestions builds long-term trust.	0.947
Including customer reviews or testimonials in posts increases purchase confidence.	0.932
Experimenting with different content formats (e.g., photos, videos, reels) is essential for finding what resonates with the audience.	0.964
Using analytics or insights to track engagement helps refine marketing strategies.	0.954

Table 2 shows the results of KMO analysis. The overall KMO value of 0.948 reflects high sampling adequacy. Values for individual variables range from 0.922 to 0.964. Hence, these great values mean factor analysis is really to be performed on the dataset and shares great variance between variables, while partial correlations are rather low among these variables.

The high KMO scores reinforce the reliability and robustness of the dataset for identifying latent variables. Therefore, it proves the hypothesis that marketing strategies for Facebook sellers can meaningfully cluster in factor terms. Hence, the hypothesis of significant latent variables underlying marketing strategies is accepted.

Table 3. Number of Factors

Factor	SS Loadings	% of Variance	Cumulative %
1	3.46	34.6	34.6
2	2.90	29.0	63.7

Table 3 shows the results of the factor analysis. The factor loadings show unique and interpretable groupings, thus indicating a clear structure in the data. Factor 1 generally covers most customer relationship management variables, which include consistent branding, customer reviews, feedback, content diversity, and speedy response times. Wherein they build trust through professionalism and customer-centricity, which is essential for a good user experience and loyalty. While Factor 2 relates to marketing and engagement strategies. It includes social media engagement, promotional activities, use of Facebook Ads, analytics, and participation in Facebook groups. This classification captures tools and tactics that focus on wider reach, sales, and more visibility. Both factors are representative of two separate but interdependent dimensions of effective online marketing: customer retention through trust-building and expansion through targeted engagement strategies.

The results are in line with previous findings from Dubbelink et al. (2021) wherein it has been ascertained that customer relationship management (CRM) and engagement strategies are fundamental pillars for achieving success in digital marketing. In addition, Kumar et al. (2023) emphasized customer-centric approaches and the use of social media tools in boosting sales and engagement.

The finding of two unique factors verifies the hypothesis that different groups of effective marketing strategies may refer to either CRM or engagement. Result, trust and social media tools become important to all effective Facebook marketing strategy comparison.

4.2 Exploratory Factor Analysis

Table 4. Exploratory Factor Analysis

Factor Loadings	Factor		Uniqueness
	1	2	
Consistent branding across posts creates a sense of professionalism and quality.	0.916		0.198
Including customer reviews or testimonials in posts increases purchase confidence.	0.873		0.282
Listening to customer feedback and improving products based on suggestions builds long-term trust.	0.677		0.271
Experimenting with different content formats (e.g., photos, videos, reels) is essential for finding what resonates with the audience.	0.652		0.404
Responding quickly to customer inquiries improves customer satisfaction.	0.577		0.359
Sharing personal and behind-the-scenes content makes the brand more relatable to customers.		0.786	0.470
Offering discounts or limited-time promotions encourages immediate purchases.		0.715	0.356
Using Facebook Ads is crucial for targeting the right audience and driving sales.		0.680	0.491
Using analytics or insights to track engagement helps refine marketing strategies.		0.608	0.354
Joining and actively participating in Facebook groups positively impacts sales.		0.537	0.449

Note. 'Maximum likelihood' extraction method was used in combination with a 'promax' rotation

Table 4 shows the EFA results which revealed two different factors that explained the total variance in the dataset and they amalgamated to account for 63.7%, highlighting their importance in providing insights into the data structure. Factor 1 explains 34.6% of the data and is considered the more powerful dimension, given that the theme is well grouped together with many variables. The contribution of factor 2 accounts for another 29.0%. The well-balanced nature of these factors implies that there are two very important dimensions, which are central to the analysis of the framework in question; each factor may offer different interpretations of the observed patterns and relationship within the data. These results align with Santos (2020) and Balakrishnan (2023) who emphasized the importance of branding, customer feedback, and promotional tactics for augmenting customer trust and engagement. Besides that, the clusters also represent the theoretical bases of Trust Theory and Social Identity Theory focusing on the relationship of the customer and community.

It is evident that the clearest factor structure, which supports the hypothesis claiming that specific marketing strategies add to Facebook sellers success uniquely. The EFA has worked well to bring out the robust dimensions in marketing effectiveness. Hence, the hypothesis has been retained.

4.3 Confirmatory Factor Analysis

Table 5. Confirmatory Factor Analysis

Factor Loadings

Factor	Indicator	Estimate	SE	Z	p	Stand. Estimate
CRM Engagement	Consistent branding across posts creates a sense of professionalism and quality.	0.629	0.0393	16.0	< .001	0.878
	Including customer reviews or testimonials in posts increases purchase confidence.	0.555	0.0380	14.6	< .001	0.830
	Listening to customer feedback and improving products based on suggestions builds long-term trust.	0.624	0.0403	15.5	< .001	0.860
	Experimenting with different content formats (e.g., photos, videos, reels) is essential for finding what resonates with the audience.	0.530	0.0399	13.3	< .001	0.779
	Responding quickly to customer inquiries improves customer satisfaction.	0.595	0.0424	14.0	< .001	0.808
Social Media Marketing	Sharing personal and behind-the-scenes content makes the brand more relatable to customers.	0.494	0.0439	11.2	< .001	0.699
	Offering discounts or limited-time promotions encourages immediate purchases.	0.570	0.0421	13.5	< .001	0.797
	Using Facebook Ads is crucial for targeting the right audience and driving sales.	0.561	0.0494	11.3	< .001	0.703
	Using analytics or insights to track engagement helps refine marketing strategies.	0.567	0.0404	14.0	< .001	0.815
	Joining and actively participating in Facebook groups positively impacts sales.	0.530	0.0426	12.4	< .001	0.751

Table 5 shows the results of the confirmatory factor analysis, showing high standardized estimates, with most of the indicators being greater than 0.7, which means that the variables are strongly and reliably represented within their respective factors. These values confirm the robustness of the factor structure and the meaningful contribution of each variable to its associated construct.

Factor 1 (CRM Engagement) is characterized by attributes that center on building and maintaining customer relationships, such as consistent branding (0.878), customer reviews (0.830), and responsiveness (0.808). These high loadings indicate that these elements are pivotal in fostering trust and loyalty among customers, aligning closely with the goals of customer relationship management. This supports the study of Varadarajan (2020) which emphasizes utilizing customer data to enhance strategic efficiency and overall business performance. The ability to leverage customer feedback is directly tied to the CRM engagement factor, showing how businesses can build long-term relationships with customers to stay in the competitive industry.

Meanwhile, Factor 2, which is Social Media Marketing, will focus on the engagement and promotion strategies that may include personal content (0.699), promotional activities (0.797), and Facebook Ads usage (0.703). All these variables suggest that using

social media sites increases visibility, helps target the appropriate audience, and sells products. Together, the two factors stress both the importance of developing relationships with customers and utilizing the best possible digital marketing to help a business grow. This aligns with the findings in the hypotheses discussed by Santos et al. (2022) and Dolega et al. (2021) that highlights the effectiveness of social media in reaching consumers and converting interests into sales. Social media marketing is portrayed as a cost-effective yet powerful strategy for online sellers, reinforcing the conclusions in Factor 2 of the analysis.

4.4 Convergent Validity

Table 6. Convergent Validity

Construct	Items	Loadings	Square of Standardized Loadings	Ave. Var. Ext.	Sqrt AVE
Customer-Centric Marketing Strategies	13	0.878	0.770	0.69	0.479
	15	0.830	0.689		
	14	0.860	0.740		
	16	0.779	0.607		
	6	0.808	0.653		
	8	0.699	0.489		
Facebook Engagement-Driven Marketing Strategies	4	0.797	0.635	0.57	0.324
	3	0.703	0.494		
	7	0.815	0.664		
	20	0.751	0.564		

Table 6 shows the results of the convergent validity test. The two factors are correlated moderately with each other. Hence, this means that there exists a relationship between them, in which changes in one factor may be somewhat related to changes in the other factor, but the relationship is not very strong to state a definite and highly predictive relationship. This moderate correlation suggests that while they interplay with one another to an extent, probably other factors have been contributing in the observed trends, and maybe further analysis has to be involved to fully explain their interaction.

In contrast, the hypotheses in the research discussed by Varadarajan (2020) focus on a broader conceptualization of marketing strategies. It emphasizes the conscious application of customer feedback, market growth, and the use of customer data as critical to achieving strategic efficiency and improving the overall business performance. This aligns with the CRM aspect in the factor analysis where fostering customer relationships and utilizing data to understand consumer behavior is essential. However, Haeruddin et al. (2023) also discussed that businesses must adapt to both local and global market trend dynamics, which suggests that external factors such as market trends and competition play a significant role in shaping effective marketing strategies. This mirrors the moderate correlation observed between Customer-Centric Marketing Strategies and Facebook Engagement-Driven Marketing Strategies, as these strategies might be influenced by multiple external factors beyond their direct relationship.

5. Conclusion, Theoretical Implications, Limitations and Recommendation

5.1 Conclusion

The objective of this study was to provide a better understanding of the effective marketing strategies on Facebook. This exploratory study aims to identify factors that make effective marketing strategies, providing an interview and survey among Facebook online sellers. Utilizing both qualitative and quantitative research methods the researchers analyzed the data and reached conclusions. These findings respond to the proposed hypotheses and validate several key factors that contribute to the effectiveness of marketing strategies.

The research indicates that only two factors show a moderate correlation: CRM engagement and Social Media Marketing. CRM engagement focuses on gaining trust, maintaining customer relationships, and steady branding, while social media marketing highlights promotions and audience engagement that may include personal content. Regardless of their distinct objectives, the two factors work best together. However, discriminant validity is not proven in this study; it underscores future studies can refine and present additional measurements to distinguish more concepts and give clarity to future findings.

5.2 Implications

The study's results prove its hypothesis that significant factors contribute to the effectiveness of marketing strategies. It identified two key factors: Customer Relationship Management (CRM) Engagement and Social Media Marketing.

Customer Relationship Management (CRM) is defined as the set of IT applications responsible for automating marketing, selling, and service processes. CRM is a strategic and technology-driven approach that allows companies to provide their products and services to the market while capturing, analyzing, and leveraging customer data. Moreover, CRM is also known as a business strategy that integrates networks, technology, and processes in order to acquire, retain, and build customer relationships while minimizing customer churn and costs. On the other hand, Social Media Marketing is defined as the set of commercial activities that leverage digital social platforms to influence purchase decisions and build customer relationships through content and real-time interactions (Kaplan & Haenlein, 2010). SMM allows companies or businesses to leverage customer data for personalized and targeted campaigns that enhance customer experience and brand loyalty (Singh, 2024).

5.3 Theoretical Implications

The results of the study are in line with existing literature about Social Customer Relationship Management (Social CRM) which integrates social media with traditional CRM practices. Similarly, a study by Hunt and Morgan (1995) revealed findings that indicate that CRM has a positive influence on business performance. The significant loadings on consistent branding, customer reviews, and responsiveness highlight each of their importance in building trust and loyalty among customers— an essential element of Social CRM. The research findings align with previous research explaining the role of social CRM in improving customer engagement and satisfaction. In addition, the study's inclusion of personal content, Facebook Ads usage, and other promotional activities reflect the dynamic nature of digital marketing strategies aimed at increasing brand visibility and targeted marketing activities. In summary, these findings illustrate that incorporating CRM with social media marketing helps optimize customer interactions through digital platforms.

5.4 Practical and Social Implications

For Facebook online sellers, the study shows the importance of integrating CRM Engagement strategies together with social media marketing efforts. Having consistent branding on customer touchpoints, encouraging customer reviews, and quick response to customer queries can foster customer relationships and trust, potentially leading to customer retention and boosting sales. Additionally, the use of targeted Facebook ads would allow sellers to reach broader and more relevant audiences to attract their target market. Facebook online sellers must prioritize creating authentic content and interactions, and strategically use the selling and marketing features that Facebook can offer (such as Ads, Marketplace, Reels, and etc.).

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