

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF SOCIAL MEDIA MARKETING
CONTENT ON CUSTOMER ENGAGEMENT AND
CONTINUOUS USAGE INTENTION OF STEEL GYM**

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EMBA II – 20

EMBA 20th BATCH (ONLINE)

APRIL, 2025

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ACADEMIC YEAR (2023 – 2025)

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This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Social Media Marketing Content on Customer Engagement and Continuous Usage Intention of Steel Gym**” has been accepted by the Examination Board for awarding the degree of Master of Business Administration (MBA) degree.

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APRIL, 2025

ABSTRACT

The objectives of this study are to examine the effect of social media marketing content on customer engagement, to examine the effect of customer engagement and continuous usage intention and to analyze the moderating effect of health literacy on the relationship between customer engagement and continuous usage intention of Steel Gym. The research employs a quantitative approach utilizing structured questionnaires with a 5-point Likert scale to collect the primary data from active members of Steel Gym. The study population includes 400 registered customers of Steel Gym in 2024. A representative sample of 197 respondents was selected with the sample size determined using the Raosoft sample size calculator. A simple random sampling method was employed to select 197 respondents. Primary data collection was conducted from February to March 2025. Secondary data is gathered from academic resources including textbooks, research paper and dissertations. The data collection was carried out through an online survey. The findings reveal that service provider interaction and entertaining information have positive and significant effect on customer engagement. In addition, customer engagement has positive and significant effect on continuous usage intention. Health literacy has partial moderating effect on the relationship between customer engagement and continuous usage intention. Steel Gym should strengthen customer relationships and retention by prioritizing interactive and entertaining social media content while acknowledging that highly health-literate members may necessitate differentiated engagement approaches.

ACKNOWLEDGMENTS

Firstly and foremost, I would like to express my deepest gratitude to Rector, Professor Dr. Tin Tin Htwe, Yangon University of Economics for granting me the opportunity to undertake this study as a partial fulfillment of the requirements for the Master of Business Administration degree.

I extend my sincere appreciation to the Department of Management Studies at Yangon University of Economics particularly Professor Dr. Thin Nwe Oo, Professor and Head of the Department of Management Studies for her invaluable guidance and mentorship throughout my MBA program.

I am particularly grateful to my thesis supervisor, Professor Dr. Than Thu Zar for her unwavering patience, insightful guidance, continuous encouragement and invaluable support all of which are instrumental in the successful completion of this research study.

My deep appreciation also extends to Professor Dr. Hla Hla Mon, Professor Dr. Khin Thet Htwe, Professor Dr. Myint Myint May, Associate Professor Dr. Kay Thi Soe, and Associate Professor Dr. May Win Kyaw for their insightful suggestions, constructive advice and unwavering administrative support.

In addition, I would like to express my sincere gratitude to Joint Secretary of the Myanmar Bodybuilding and Physique Sports Federation, Tin Ma Ma Myo (Miss Olympic), Dr. Hein Htet Kyaw, owner of Steel Gym and his entire staff for their invaluable assistance with my thesis paper. I deeply appreciate their generous allocation of time in answering the study survey questions. This thesis would not have been possible without their unwavering support.

Moreover, I am grateful to my supportive classmates from MBA 26th Batch and EMBA 20th Batch (Online). I benefited greatly from our helpful discussions and valuable insights. Their encouragement provided invaluable motivation during challenging times.

Finally, I want to convey my thanks to my family, friends and colleagues for their unwavering support and patience during the entirety of my academic journey.

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LIST OF ABBREVIATIONS

CE	-	Customer Engagement
HL	-	Health Literacy
E-WOM	-	Electronic Word Of Mouth
Q&A	-	Questions and Answers
SPSS	-	Statistical Package for the Social Sciences

CHAPTER 1

INTRODUCTION

In the era of digital transformation, social media platforms serve as a critical component of business strategies across various industries. Organizations, particularly those in highly competitive sectors such as fitness utilize social media not only to attract new customers but also to engage existing ones and cultivate long-term relationships. Social media content comprises digital materials shared by organizations across multiple platforms to communicate with their target audience. It aligns digital outreach efforts with customer expectations and fosters sustained interactions. Effective social media marketing content, which integrates interactive, informative and entertaining elements forms the foundation for attracting and engaging both prospective and current members. This compelling content enhances customer engagement by reflecting users' emotional and behavioral investment in the brand (Smith & Johnson, 2022).

Social media marketing content means a diverse digital formats including text, images, videos, audio, infographics and interactive elements such as polls, quizzes and live streams created, curated and disseminated by individuals or organizations through social media platforms (Kietzmann et al., 2011). This content serves as a dynamic medium for communication enabling users to share information, express ideas and engage in meaningful interactions with their audience. It is a cornerstone of digital marketing strategies as it facilitates the establishment of relationships, the cultivation of brand identity and the promotion of user engagement (Ashley & Tuten, 2015). Social media content is conceptualized as a multifaceted construct that influences customer engagement and continuous usage intention within a service-oriented context. A dynamic and impactful social media presence can be created that not only attracts new members but also fosters loyalty and long-term relationships.

Social media marketing content is defined as the purposeful creation and circulation of digital materials intended to establish, sustain and develop two-way communication between users and enterprises (Richter & Schafermeyer, 2011). This dynamic interaction builds community connections encourages collaborative experiences and deepens participatory engagement leading to heightened user involvement and enduring customer relationships (Lee & Carter, 2022). Active user engagement with digital health content

mediates the relationship between participation and sustained platform interaction (Xiao et al., 2023). Customer engagement in turn mediates the relationship between social media content involvement and health literacy (Gao & Wang, 2021). Health literacy defined as the ability to obtain, process and understand basic health information to make informed decisions emerges as a critical outcome that subsequently impacts continuous usage intention reflecting users' willingness to persistently utilize social media for health-related purposes (Chen & Shen, 2021).

Social interaction in digital marketing contexts represents the dynamic two-way communication between participants enabled through online content. This exchange fosters meaningful connections, collaborative participation and ongoing involvement ultimately strengthening user relationships and community bonds (Wilson & Peterson, 2022). This dimension is rooted in the psychological and sociological principles of human connection, emphasizing collaboration, relationship-building and the cultivation of a supportive digital environment. Social interaction addresses the innate human need for belonging and connection enabling the development of virtual communities where members feel valued, supported and motivated (Smith & Taylor, 2020). By fostering a sense of shared identity and purpose, social interaction encourages active participation, mutual support and collective achievement which are essential for building a vibrant and engaged online community. The concept of social interaction is grounded in the idea that digital platforms serve as more than mere channels for information dissemination; they are dynamic spaces for dialogue, collaboration and relationship-building.

Service provider interaction is defined as the direct, personalized engagement between service professionals including trainers, consultants and customer support representatives and clients predominantly conducted through digital communication platforms such as social media networks, instant messaging systems and virtual meeting interfaces (Rodriguez & Chen, 2023). This bidirectional process enables individualized support, prompt issue resolution, and the development of enduring professional relationships through persistent digital engagement. Service provider interaction enhances customer satisfaction, fosters brand loyalty and strengthens the overall user experience by facilitating timely communication and personalized support (Williams & Taylor, 2022). Service provider interaction enhances an organization's credibility, strengthens member relationships and reinforces its perception as a caring and professional entity (Brown et al., 2020). Through active and personalized engagement on social media platforms,

organizations cultivate a supportive and interactive environment that promotes member loyalty, satisfaction and positive outcomes. This approach not only demonstrates a commitment to individual needs but also establishes the organization as a trusted partner in its members' ongoing journeys.

Self-concept within the context of social media marketing content and organizational communication refers to a strategic approach in content creation that aligns with users' self-identity, aspirations and core values (Taylor & Brown, 2022). By leveraging self-concept in digital engagement strategies, organizations can foster stronger emotional connections, enhance brand loyalty and encourage active user participation (Johnson & Smith, 2023). This dimension is designed to align with individuals' intrinsic desires for self-improvement, recognition and personal growth, fostering an emotional connection that enhances motivation and engagement. By addressing the psychological need for self-actualization and validation, self-concept content affirms individuals' inherent drive to become the best versions of themselves both physically and mentally (Wilson & Nguyen, 2021). It positions the organization as a catalyst for personal transformation, playing a pivotal role in users' journeys of self-discovery and growth.

Functional information refers to structured, purpose-driven and outcome-oriented content that is practical, educational and actionable (Johnson & Patel, 2023). This type of information is designed to provide users with clear guidance and tools to apply knowledge effectively in real-world scenarios. Practically-oriented content demonstrates significant effects on competency acquisition enabling the translation of conceptual knowledge into actionable skills (Lund & Wang, 2023). It is specifically designed to address the informational needs of members in critical areas such as health, wellness and the operational dynamics of a service provider. At its conceptual core, functional information is rooted in the principle of empowerment, aiming to equip members with the knowledge, tools and resources necessary to make informed, evidence-based decisions that enhance their physical, mental and emotional well-being. By providing content that is not only relevant and accessible but also grounded in professional expertise, organizations position themselves as authoritative, reliable and trustworthy sources of information.

Entertaining information within the context of social media communication refers to engaging, enjoyable and relatable content specifically designed to capture attention, sustain interest and foster emotional connections with the audience (Nguyen & Carter, 2022). This

type of content often includes humor, storytelling, compelling visuals, or interactive elements to captivate and delight users (Hootsuite, 2023). The dimension of entertaining information recognizes the critical role of entertainment in capturing and retaining audience attention in an increasingly crowded and competitive digital landscape (Taylor et al., 2021).

Customer engagement encompasses the affective attachments and cognitive processing that consumers direct toward their exchanges with service institutions (Hollebeek et al., 2022). It reflects their active participation, satisfaction and loyalty over time (Brodie et al., 2011). This investment manifests in both physical interactions such as attending events or utilizing services and digital interactions, like participating in online communities or interacting with social media marketing content. It signifies a move beyond mere transactional exchanges towards a more relational connection between the customer and the brand. Emotional and psychological investment is a key facet of customer engagement, signifying the level of attachment, commitment and emotional connection a customer feels toward a brand (Hollebeek, 2011). This concept transcends simple transactions and reflects a deeper sense of loyalty and satisfaction.

When customers feel emotionally connected to an organization, they are more likely to engage consistently, advocate for the brand and remain loyal over time. This emotional connection can be fostered through various strategies such as personalized communication, creating a sense of community and demonstrating genuine care for customer needs. Sharing inspiring stories of other customers can evoke empathy and connection, fostering long-term loyalty, reducing churn rates and transforming customers into passionate advocates. These advocates become valuable assets for the organization, driving organic growth through word-of-mouth marketing and positive online reviews. The emotional investment also contributes to a greater willingness to forgive occasional missteps or service failures as the customer feels a sense of partnership with the brand. This deeper relationship provides a buffer against competitive pressures and fosters resilience in the face of challenges.

Health literacy is defined as the cognitive and social competencies that empower individuals to seek, understand, appraise and utilize health information to make sound judgments about their wellness (Sørensen et al., 2023). It encompasses the skills necessary for individuals to find, understand and use information and services to inform health-related decisions and actions for themselves and others (Centers for Disease Control and Prevention, 2022). It is a multifaceted concept that extends beyond simply reading and

understanding health-related materials; it involves the capacity to critically evaluate information, navigate the healthcare system and make informed choices that impact well-being. Health literacy is crucial for individuals seeking to improve their health and wellness as it empowers them to actively participate in their own care. Health literacy comprises several key components. Access to information is fundamental, ensuring individuals can locate and obtain accurate and reliable health-related information (Sørensen et al., 2012).

Continuous usage intention refers to the user's sustained willingness and motivation to repeatedly engage with a particular service, platform or product over an extended period (Bhattacharjee, 2001). It is a critical construct in understanding user behavior, particularly in the context of digital platforms and services as it reflects the user's commitment to maintaining their interaction rather than discontinuing use. Continuous usage intention is examined as a key outcome variable influenced by the quality and appeal of social media marketing content and the level of customer engagement it generates.

Steel Gym represents a high-standard fitness and wellness establishment located in Yangon, Myanmar. As a premium fitness center, Steel Gym caters to a diverse clientele seeking high-quality workout facilities, professional training and holistic health and wellness solutions. The gym specializes in various fitness programs, including kickboxing, yoga and other workout plans ensuring it addresses the needs of both beginners and advanced fitness enthusiasts. Steel Gym is strategically located at Bahan Township, Yangon. This prime location offers excellent accessibility to both residential and commercial areas making it convenient for a wide demographic including working professionals, fitness enthusiasts and expatriates. Steel Gym is managed and operated by a team of 22 employees. The fitness trainers are certified professionals specializing in personal training, group classes and nutrition counseling. Steel Gym serves as a successful business in the growing fitness and wellness industry in Yangon. Its focus on quality, customer engagement and community building positions it as a leader in the local market. The purpose of this study is investigating the relationship between social media marketing content, customer engagement and continuous usage intention in the context of Steel Gym. By incorporating health literacy as a moderating factor, the research provides nuanced recommendations for optimizing social media strategies tailored to customer needs.

1.1 Rationale of the Study

The increasing reliance on digital platforms is transformed how businesses communicate with their customers particularly in service oriented industries such as fitness. Social media is become an essential tool for customer engagement offering businesses the ability to build relationships, convey value propositions and foster customer loyalty in a competitive marketplace. Steel Gym, a prominent fitness center in Yangon, Myanmar, operates in an environment where both health awareness and digital technology usage are on the rise. Social media has emerged as a significant platform for fitness communities in Myanmar where purposefully designed content facilitates meaningful interaction and promotes sustained user engagement. However, existing research has not yet comprehensively investigated how optimized online engagement strengthens user-platform relationships and fosters long-term participation.

Continuous usage intention reflects a user's ongoing commitment to a service shaped by their perception of its usefulness and future value. This sustained engagement goes beyond initial adoption indicating a deeper connection where individuals repeatedly choose to interact with the service over time. Such long-term participation matters because it strengthens customer relationships supports service sustainability and reinforces the effectiveness of engagement efforts. When users consistently return, it signals that the service meets their needs and aligns with their evolving expectations. Rather than simply measuring short-term interactions continuous usage intention captures whether a service remains relevant and valuable in users' daily lives. It highlights the importance of designing experiences that encourage lasting involvement rather than temporary engagement.

Health literacy provides a novel and critical perspective for understanding customer behavior within the wellness industry. It serves as a pivotal factor in strengthening the relationship between customer engagement with wellness services and their sustained commitment to these services over time. Health literacy offers a valuable lens through which to examine how individuals interpret, internalize and utilize health-related information to make informed decisions about their wellness routines and overall health management. Health literacy is not merely a skill but a foundational capacity that empowers individuals to take proactive steps toward improving their well-being. The ability to access, comprehend and apply health information is particularly relevant in the context of wellness services. Individuals seeking to improve their health and well-being are often required to

interpret complex information regarding exercise techniques, nutritional guidelines, health recommendations and risk factors.

People with limited health literacy often face challenges understanding medical guidance, reading nutrition labels, or evaluating the reliability of online health resources. This reality makes the connection between social media content and health literacy particularly significant. While social media serves as a major health information source for many, the content's quality and accuracy remain inconsistent. Organizations have an opportunity to use these platforms to share clear, trustworthy and compelling health information that builds public understanding. When health literacy becomes a central consideration outreach efforts can better support comprehension encourage thoughtful health choices and maintain meaningful participation in wellness initiatives over time.

Customer Engagement grows when users feel understood, valued and connected to a community that shares their health goals. Personalized communication and relevant content create environments where people want to keep participating. Social media serves as a critical platform for sustaining health-oriented relationships particularly in wellness domains where continuous user engagement directly influences outcomes. When people actively engage with health content on social media, this interaction helps them develop health literacy while encouraging continued platform use. This participatory relationship forms the basis for meaningful connections between service providers and users fostering trust and long-term involvement.

The relationship between social media marketing content, Customer engagement and health literacy remains critically significant. Health literacy defined as individuals' ability to comprehend and utilize health information for decision-making substantially influences how users interact with health-related social media content. Individuals with stronger health literacy skills demonstrate greater capacity to interpret and apply encountered information resulting in more meaningful engagement and sustained platform utilization. By examining user interactions with health content developers of these resources can design more effective strategies to foster authentic enduring relationships with audiences. This methodology cultivates trust and promotes consistent participation in health-oriented digital communities.

Social media functions as a critical communication channel in contemporary digital society. As individuals navigate increasingly saturated information environments, these

platforms enable rapid dissemination of ideas and cultural developments. Their immediacy and broad accessibility render them particularly effective for raising awareness about significant societal issues promoting public health initiatives and fostering community engagement. During public health crises, social media proves especially valuable for distributing accurate health information and countering misinformation. Beyond emergency contexts, these platforms significantly shape public perceptions and contribute to cultural discourse. The content circulating through digital networks both reflects and influences collective attitudes and cognitive frameworks.

Social media marketing content occupies a pivotal position in contemporary digital communication enabling organizations to establish connections with audiences and cultivate substantive relationships. Its capacity to disseminate information and facilitate participatory engagement renders it a significant domain for both scholarly investigation and practical implementation. As digital platforms evolve continuously, systematic research becomes increasingly imperative to analyze their operational dynamics and societal consequences. These mediated interactions prove consequential as they shape communication paradigms and collective engagement with salient issues. The protean nature of digital ecosystems demands persistent academic scrutiny to comprehensively evaluate their social ramifications and prospective benefits.

Social interaction facilitates the formation of meaningful interpersonal connections and mutual support networks. When users exchange personal narratives and provide reciprocal encouragement, they foster an enhanced sense of community belonging and service commitment. This transition from passive content consumption to active participatory engagement generates dynamic online communities characterized by progressively deepening emotional bonds. Such peer-to-peer relational networks demonstrate particular significance in service-oriented contexts where communal affiliation and mutual assistance directly influence service retention rates and user satisfaction levels. By strategically cultivating these organic interaction patterns, service providers can effectively sustain long-term meaningful user engagement.

Service provider interaction embodies the interpersonal dynamic between service professionals and users characterized by tailored communication addressing individual needs also responsive attention to inquiries and concerns and proactive anticipation of potential requirements. These exchanges cultivate relational trust while elevating users' perceptions of service quality. When service personnel consistently demonstrate authentic

comprehension and accommodation of users' specific circumstances, they strengthen emotional connections. Such personalized engagement assumes particular importance in modern service contexts where users increasingly demand both immediacy and relevance in communications. The caliber of these direct interactions substantially affects users' overall satisfaction and their propensity for continued service utilization.

Self-concept alignment emerges when individuals recognize meaningful parallels between their personal identity and a service's characteristics. This psychological congruence fulfills fundamental human needs for harmony between self-perception and external experiences. Users experiencing such alignment typically develop deeper emotional connections to the service, devote greater mental focus to service-related content and maintain more consistent long-term participation. This phenomenon holds particular relevance in services that facilitate personal growth or identity expression. In these contexts, the service transcends utilitarian function becoming integrated with users' self-concept and establishing profound motivational drivers for ongoing engagement.

Functional information proves its value by embodying three essential qualities: practical utility that solves real problems, situational relevance that matches user contexts and reliable accessibility when needed. This content type empowers users to navigate services more effectively while fostering positive perceptions of their overall experience. When individuals receive clear actionable guidance that directly supports their personal goals, they naturally cultivate deeper satisfaction and maintain more enduring engagement patterns. The significance of functional information becomes especially apparent in health-related domains where people depend on credible immediately applicable content to make informed wellbeing decisions. In such contexts both the quality and availability of information directly influence an individual's ability to make sound choices and sustain health-promoting behaviors long-term.

Entertaining information serves a vital function in fostering meaningful connections by reducing psychological barriers within service relationships. When content captivates users through enjoyable elements, it frequently generates positive emotional reactions that enrich their overall experience. This affective engagement cultivates more favorable service perceptions while motivating ongoing participation. The thoughtful incorporation of entertaining content helps services stand out in competitive environments by establishing memorable. Such content achieves optimal effectiveness when paired with other essential components: opportunities for social connection, meaningful service exchanges, personally

relevant material and useful informational support. Collectively, these aspects create a holistic approach to understanding sustained engagement, especially in health and wellness domains where maintaining user involvement directly supports wellbeing outcomes.

The study is particularly relevant to Myanmar's fitness sector where digital transformation is still in its nascent stages. While global research is extensively explored the relationship between social media and customer engagement, few studies is contextualized these findings in developing countries like Myanmar. Steel Gym serves as an ideal case study for understanding these dynamics in a culturally and economically unique environment. This study is not only academically relevant but also practically valuable. By identifying the specific types of social media marketing content that are most effective in engaging customers and promoting continuous usage intention, the study offers strategic insights that Steel Gym can implement to enhance its competitive edge. This study aims to fill critical gaps in the existing literature while offering practical recommendations for improving customer engagement through social media. It aligns with the broader objectives of leveraging digital platforms to build sustainable customer relationships in the fitness industry.

1.2 Objectives of the Study

The objectives of the study are as follows.

- (1) To examine the effect of social media marketing content on customer engagement of Steel Gym;
- (2) To examine the effect of customer engagement and continuous usage intention of Steel Gym; and
- (3) To analyze the moderating effect of health literacy on the relationship between customer engagement and continuous usage intention of Steel Gym.

1.3 Scope and Method of the Study

This study focuses on investigating the effect of social media marketing content on customer engagement and continuous usage intention, specifically in the context of Steel Gym in Yangon. This study adopts a quantitative research methodology using an online

survey to collect data from Steel Gym's active customers. There are 400 registered customers at Steel Gym in 2024. The sample size is 197 using Raosoft sample size calculator. A simple random sampling method is employed to select 197 respondents. A structured questionnaire with 5-point Likert scale is used to gather primary data from these respondents. Secondary data is gathered from textbooks, academic articles, international dissertations and local MBA research papers available in the library. The collected data is analyzed using descriptive statistics and linear regression analysis. The data collection period was from February to March 2025 through an online survey.

1.4 Organization of the Study

This study consists of five chapters. Chapter (1) is introduction which includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter (2) describes the theoretical background related to social media marketing content, customer engagement, health literacy, continuous usage intention, reviews on previous study and conceptual framework of the study. Chapter (3) discusses the profile and social media marketing content of Steel Gym, demographic profile of the respondents and reliability analysis. Chapter (4) presents the analysis on the effect of social media marketing content on customer engagement and continuous usage intention of Steel Gym . Finally, chapter (5) describes the findings and discussions, suggestions and recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter reviews the related literature that forms the foundation for this study focusing on the constructs and relationships outlined in the conceptual framework. Specifically, the study examines social media marketing content, customer engagement, health literacy and continuous usage intention. The literature provides insights into the theoretical underpinnings and empirical evidence supporting these relationships.

2.1 Social Media Marketing Content

Social media marketing content refers to diverse informational, mediated and communicative materials distributed through digital social platforms (Tafesse, 2023). Playing a pivotal role in shaping customer behavior and strengthening brand loyalty by allowing brands to mold perceptions, build meaningful relationships and boost customer retention through customized engagement (Brodie et al., 2023). Social media marketing content is composed of five distinct dimensions such as social interaction, service provider interaction, self-concept, functional information and entertaining information (Miryam & Antonio, 2022). These dimensions collectively address the psychological and emotional needs of users thereby fostering deeper engagement and connection between brands and their audiences. Understanding these dimensions is essential for organizations aiming to leverage social media as a strategic tool to build relationships, enhance customer satisfaction and drive long-term loyalty. Social media marketing content that demonstrates informational utility, entertainment value and relevance to user interests enhances perceived value within digital communities (Godey et al., 2016). Social media marketing content serves as a powerful tool for influencing customer behavior and enhancing brand loyalty. By understanding and optimizing the dimensions of social interaction, service provider interaction, self-concept, functional information and entertaining information, organizations can create meaningful connections with their customers, foster loyalty and drive sustained commitment.

2.1.1 Social Interaction

Social interaction on social media involves the development and dissemination of content that promotes connections among users, cultivating a sense of community and belonging (Smith, 2023). This dimension emphasizes the role of interactive and participatory content, such as online challenges, group discussions and shared experiences, in building relationships and enhancing user engagement. Platforms that encourage users to actively participate in social interactions such as sharing experiences or joining community-driven activities, significantly increase user engagement and loyalty (Kaplan & Haenlein, 2010). Social interaction leverages the fundamental human need for connection and belonging (Maslow, 1943). By enabling users to connect with others, share personal experiences and participate in collective activities, social media marketing content satisfies these needs thereby driving higher levels of engagement and fostering brand loyalty.

Social interaction serves as a fundamental mechanism in digital engagement, transforming peripheral users into active participants who develop meaningful connections with institutional entities (Reis et al., 2023). This dimension is particularly important in service-oriented industries where customer retention relies on emotional engagement and peer support. By facilitating meaningful interactions among users, organizations can create a supportive environment that encourages sustained engagement and loyalty. Social interaction also addresses the psychological need for belonging which is a fundamental driver of human behavior (Baumeister & Leary, 1995).

When users feel connected to a community, they are more likely to remain engaged and committed to the brand. Social interaction enhances the overall user experience by creating opportunities for collaboration and shared experiences. Interactive platform features that enable progress documentation and peer commentary cultivate user investment through communal participation dynamics (Dolan et al., 2023). These interactions not only increase user engagement but also foster a sense of accountability and motivation which are essential for long-term commitment.

2.1.2 Service Provider Interaction

Service provider interaction comprises synchronous two-way communication between organizational representatives and customers primarily facilitated through social

media platforms (Kamboj et al., 2023). This dimension encompasses activities such as responding to customer inquiries, providing personalized advice and engaging in two-way dialogue. Such interactions create a sense of immediacy, trust and reliability, which are essential for enhancing customer satisfaction and fostering long-term relationships (Gensler et al., 2013). Social media platforms provide an ideal environment for such interactions as they enable businesses to engage with customers in real-time, address concerns and offer tailored solutions. Prompt and effective responses to customer inquiries demonstrate organizational reliability and attentiveness both of which significantly influence satisfaction levels. This immediacy in communication not only resolves issues quickly but also creates a positive emotional connection between the brand and its customers.

Service provider interaction is a critical dimension of social media marketing content because it directly influences the customer's perception of the brand. According to Van Doorn et al. (2010), direct communication between businesses and customers fosters trust and reinforces the customer's perception of being valued. Personalized responses and proactive engagement demonstrate that the organization prioritizes its customers which strengthens the customer-brand relationship. In an era where customers expect immediate and personalized interactions, effective service provider interaction is a key driver of customer satisfaction and retention. This dimension is particularly important in service-oriented industries where customer retention relies on the quality of the service experience and the ability of the organization to meet evolving customer needs (Zeithaml et al., 1996).

Service provider interaction improves customer experience outcomes through immediate responsiveness and dynamic engagement. Timely resolution of user inquiries not only addresses functional needs but also signals organizational dedication to service quality (Voorhees et al., 2023). This responsiveness fosters a sense of trust and reliability which are essential for building long-term relationships. In industries such as wellness and health where customers often seek personalized advice and support, service provider interaction plays a crucial role in sustaining user interest and loyalty. Service provider interaction is grounded in the principles of relationship marketing which emphasizes the importance of building and maintaining long-term relationships with customers (Berry, 1995). By engaging in direct and interactive communication, businesses can create a sense of partnership and collaboration with their customers.

2.1.3 Self-Concept

Self-concept understood as the evolving mental and emotional understanding of one's identity plays a central role in shaping how people behave and engage within social media platforms (Markus & Kitayama, 1991). This personal framework influences the ways users interact with content, respond to messages, and participate in online communities, constantly adjusting based on their self-reflection and experiences. This multidimensional construct encompasses self-image, self-esteem and aspirational self-representation each of which influences how users process, interpret and respond to digital content (Markus & Nurius, 1986). Self-concept in social media refers to content that enables users to express their identity, aspirations, or achievements, allowing individuals to explore and communicate their self-identity which contributes to their self-esteem and social connections (Morán-Pallero & Felipe-Castaño, 2021). This dimension focuses on aligning brand messaging with users' self-perception, allowing them to see themselves reflected in the brand's values and narratives.

Customers are naturally drawn to brands that resonate with their self-concept such as wellness-oriented brands that emphasize themes of personal transformation, empowerment and self-improvement (Schouten et al., 2007). Digital platforms facilitate identity construction by allowing individuals to selectively present aspects of their personality, aspirations, and accomplishments (Chen & Li, 2023). Institutional support for this self-presentation cultivates genuine participation and enhances affective bonds. Self-concept is critical because it taps into the psychological and emotional aspects of consumer behavior. When individuals view commercial entities as reflections of their self-concept or desired identities, they typically form deeper affective connections (Escalas & Bettman, 2005).

Self-concept enhances the overall user experience by providing opportunities for self-expression and personal storytelling. Social media platforms enable users to share their journeys, achievements and challenges, creating a sense of authenticity and relatability (Schau & Gilly, 2003). When organizations facilitate and promote user-generated content that aligns with individuals' self-concept, they cultivate higher levels of engagement while simultaneously fostering a sense of community among participants with shared values and aspirations (Algesheimer et al., 2005). This process creates a reinforcing cycle where users who perceive congruence between their self-identity and the community's collective identity demonstrate increased participation and emotional investment (Ren et al., 2012). The resonance between user identity schemas and organizational communications

generates relational authenticity that mediates both engagement intensity and continuance intentions (Vargo & Lusch, 2017). This congruence effect is particularly pronounced when messaging reflects aspirational self-concepts.

2.1.4 Functional Information

Functional information refers to content that delivers practical value to users by addressing their specific needs or solving particular problems, providing users with the tools and knowledge necessary to make informed decisions and take effective actions (Decider, 2025). Functional information comprises actionable content designed to address users' practical requirements equipping them with relevant knowledge and applicable solutions for decision-making processes (Savolainen, 2023). Functional information is critical because it empowers users with the knowledge and tools they need to make informed decisions and take actionable steps toward their goals. Functional information is essential because it addresses the practical and utilitarian needs of customers which are central to their engagement with a brand. When users encounter content that is informative, relevant and actionable, they perceive the brand as a valuable resource that supports their objectives (De Vries et al., 2012). This perception of value enhances customer satisfaction and fosters trust, which are key drivers of long-term loyalty.

Functional information improves user experience by delivering clear, actionable guidance that facilitates task completion and decision-making (Sundar et al., 2023). This type of content not only helps users achieve their goals but also reduces the cognitive effort required to navigate complex information. By simplifying the decision-making process, functional information increases user engagement and encourages sustained interaction with the brand. Functional information aligns with the principles of the uses and gratifications theory which posits that individuals actively seek out media content that satisfies their specific needs (Katz et al., 1973). Content that directly fulfills users' functional requirements typically generates higher interaction rates and perceived utility (Kumar & Gupta, 2022). This congruence between audience needs and organizational messaging significantly enhances participation and commitment behaviors. Functional information validates users' expectation-confirmation processes, where service continuance depends on the congruence between anticipated and experienced utility (Hsu

et al., 2023). By consistently delivering high-quality functional content, organizations can meet user expectations and foster long-term commitment.

2.1.5 Entertaining Information

Entertaining information is content crafted to amuse or engage users, enhancing brand affinity and recall by captivating the audience's attention and providing pleasure, often blending informative elements with entertainment to create a memorable experience (Bates & Ferri, 2010). Entertaining information as a critical dimension of social media marketing content, is designed to captivate and engage audiences through various creative strategies such as humor, storytelling and visually appealing posts. This type of content aims to elicit emotional responses, including joy, surprise and amusement which enhance the overall customer experience (Berger & Milkman, 2012). By creating an emotional connection, entertaining information not only makes the experience more enjoyable but also more memorable, fostering a deeper engagement with the audience. This dimension is particularly important in the context of social media where users are constantly exposed to vast amounts of content and only the most engaging and emotionally resonant posts stand out.

Understanding the role of entertaining information is essential for several reasons. It explains how emotional engagement influences user behavior such as increasing likes, shares and comments which are key metrics of social media success. It clarifies such as the use of humor, relatable narratives, visually striking imagery are most effective in creating engaging content. It highlights why these are crucial for building meaningful connections with audiences as they contribute to brand loyalty, customer satisfaction and long-term engagement. Entertaining information is not merely a superficial aspect of social media but a powerful tool for influencing audience perceptions and actions.

2.2 Customer Engagement

Customer engagement refers to the level of interaction, involvement and emotional connection that customers are with a brand, often manifested through behaviors such as liking, sharing, commenting and purchasing, extending beyond transactions to cultivate loyalty and enhance the overall customer experience (Outreach, 2023). Customer engagement incorporates both measurable behaviors and internal psychological states,

including emotional investment, relational trust, and sense of community (Hollebeek et al., 2023). Customer engagement reflects the extent to which individuals feel connected to a brand and its community. Engaged customers are more likely to participate in brand-related activities, recommend the brand to others and maintain their loyalty over time. This is particularly important in industries where customer retention and loyalty are critical for sustained growth and profitability. Customer engagement serves as a bridge between a brand's social media marketing content and customers' continuous usage intention as it fosters a sense of belonging and commitment. Customer engagement is a critical component of value creation as it facilitates the exchange of knowledge, resources and experiences that enhance the overall value proposition.

Customer engagement reflects the strength and quality of the customer-brand relationship. Engaged customers are more likely to exhibit behaviors that strengthen this relationship such as providing feedback, participating in loyalty programs and advocating for the brand. These behaviors not only enhance customer retention but also contribute to the brand's reputation and market position. Highly engaged consumers demonstrate increased propensity for favorable behavioral outcomes including repeat transactions, positive word-of-mouth advocacy and opposition to critical evaluations (Hollebeek et al., 2019). These behaviors contribute to increased revenue, reduced marketing costs and enhanced brand equity, making customer engagement a critical driver of business success.

Customer engagement is influenced by the quality and relevance of social media marketing content. Social media platforms provide an opportunity for brands to interact with their customers, share valuable information, and create a sense of community. Content that showcases user accomplishments delivers practical knowledge or facilitates communal gatherings strengthens psychological attachment and promotes participatory behaviors among community members (Koh & Kim, 2004). Such content enhances perceived social support and reinforces group identification factors that empirical research identifies as critical for sustaining digital engagement (Tsai & Men, 2013). The effectiveness of social media engagement depends on the quality and relevance of the content as well as the brand's ability to foster genuine and meaningful interactions with its audience. Customer engagement is a central construct that mediates the relationship between social media marketing content and continuous usage intention. Higher levels of customer engagement enhance the quality of customer-brand relationships leading to improved continuous usage intention (Hootsuite, 2025).

2.3 Health Literacy

Health literacy refers to the cognitive and social skills that determine an individual's motivation and ability to access, understand and use health information in ways that promote and maintain good health (World Health Organization, 1998). It is a multifaceted and dynamic construct that plays a pivotal role in shaping how individuals access, interpret and utilize health-related information. The dual nature of health literacy encompassing both individual capabilities and the broader social context in which health information is accessed and applied. Health literacy is not merely the ability to read and understand health information but also involves critical thinking, decision-making and the application of knowledge to real-world health situations. Health literacy is further emphasized by its role in addressing health disparities and improving health outcomes.

Individuals with low health literacy often face significant barriers to accessing and utilizing health information which can lead to poorer health outcomes, increased healthcare costs and greater health inequities (Berkman et al., 2011). Health literacy operates at multiple levels of this model influencing not only individual health outcomes but also the effectiveness of health interventions and policies. At the individual level health literacy affects a person's ability to understand and act on health information. At the organizational level healthcare providers and institutions play a role in creating health-literate environments that facilitate access to and understanding of health information.

The quality of digital wellness content varies significantly posing challenges for users with limited health literacy to distinguish evidence-based guidance (Paige et al., 2021). Addressing this issue requires combining health education with critical evaluation skills. Individuals with higher literacy competencies demonstrate proficiency in navigating digital platforms, assessing information credibility and adapting recommendations to personal wellness objectives. Conversely, those with lower literacy levels frequently discontinue using digital health tools adversely affecting their outcomes. The quality and accuracy of online health information vary widely and individuals with low health literacy may struggle to distinguish between credible and unreliable sources (Diviani et al., 2015).

2.4 Continuous Usage Intention

Continuous usage intention refers to a consumer's attitude and tendency toward whether they will continue to use a particular product or service in the future (Zhou et al.,

2023). This construct emerges from multiple determinants including perceived service utility, the quality of relational engagement and congruence between organizational principles and user expectations (Kim et al., 2019). Maintained participation intention significantly predicts sustainability in membership-driven health service models (Wilson et al., 2023). User-centric digital experiences that facilitate co-creation enhance perceived functional benefits directly encouraging persistent adherence to structured wellness programs. This relationship is central to the conceptual framework as it highlights the role of social media marketing content and customer engagement in driving long-term customer loyalty.

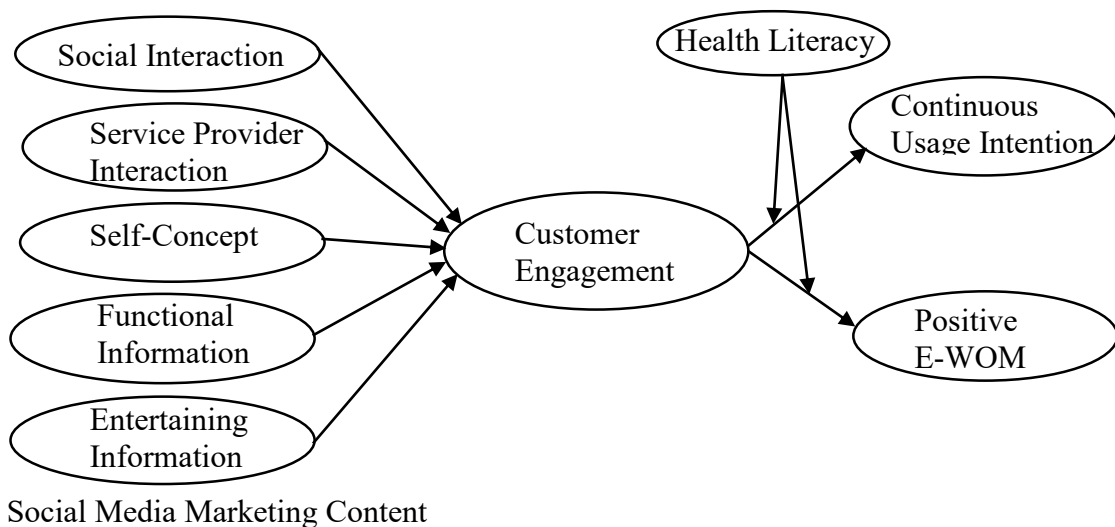
Continuous usage intention is rooted in several key frameworks that explain its significance and mechanisms. When customers perceive that a brand delivers value that aligns with or exceeds their expectations, they are more likely to develop a sustained commitment to continued usage. The technology acceptance model (Davis, 1989) which emphasizes the role of perceived usefulness and ease of use in shaping customers' intention to adopt and continue using a product or service. Customers are more likely to continue engaging with a brand if they perceive its content to be useful, relevant and easy to interact with. Customers who perceive that a service delivers superior value demonstrate greater loyalty and sustained usage intention. Similarly, customers who are satisfied with their interactions with a brand are more likely to develop a sustained commitment to continued usage. The quality and relevance of content play a critical role in shaping continuous usage intention. This value perception positively influences continued engagement intentions as users demonstrate greater participatory commitment when content aligns with their cognitive and hedonic needs (Muntinga et al., 2011). Continuous usage intention as a key outcome variable that is influenced by social media marketing content and customer engagement.

2.5 Previous Study

Miryam and Antonio (2022) examined the effect of social media content on customer engagement and its impact on customer intention with key dimensions of social media marketing content including social interaction, service provider interaction, self-concept, functional information and entertaining information. These elements collectively enhance customer engagement thereby mediating their effect on continuous usage intention

and also health literacy moderates this relationship by influencing users' capacity to interpret health-related content while positive electronic word-of-mouth (e-WOM) emerges as a significant engagement outcome. A quantitative survey employing the cross-sectional data method was conducted. The respondents were selected based on specific criteria and data were collected using a Likert-scaled online questionnaire. The sample consisted of 236 respondents and data analysis was conducted using Partial Least Squares-Structural Equation Modelling. This well-established fitness center operates a network of clubs across Indonesia, Malaysia, Philippines and India with over 30 locations in Indonesia alone. Each facility offers personal training, yoga, indoor cycling and group fitness programs to members. Although branches function as separate legal entities with independent shareholders and management teams all maintain uniform service standards. This study was tested on the population of every fitness center member around Indonesia. The conceptual framework of Miryam and Antonio (2022) is shown in Figure (2.1).

Figure (2.1) Conceptual Framework of Miryam & Antonio



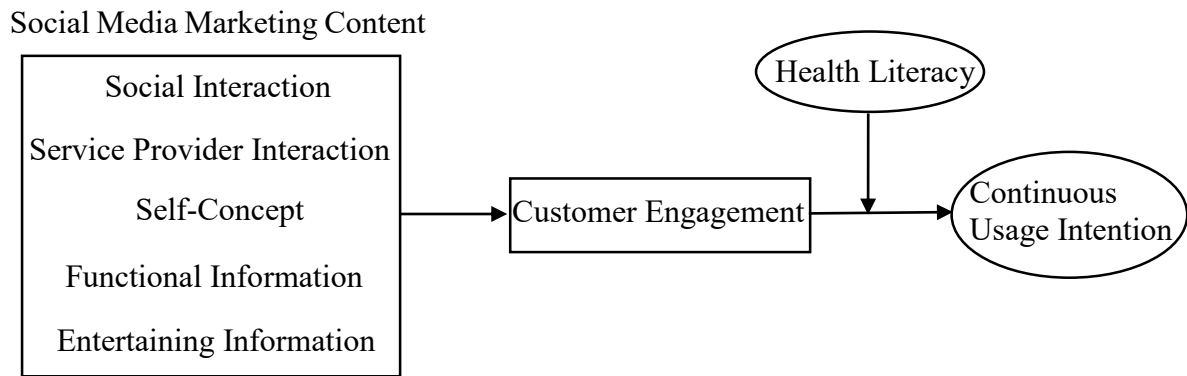
Source: Miryam & Antonio (2022)

This research found that health literacy did not exert a significant moderating effect. Instead, the analysis revealed health literacy functions as a predictive factor influencing moderation outcomes. These results carried practical implications for fitness facility management as addressed in this study. Notably, elevated levels of health literacy variables correlated with reduced customer retention in service utilization.

2.6 Conceptual Framework of the Study

The conceptual framework of the study is based on the previous research of Miryam and Antonio (2022) and is depicted as Figure (2.2).

Figure (2.2) Conceptual Framework of the Study



Source: Adapted from Miryam & Antonio (2022)

The conceptual framework outlines the relationships between key variables in the context of Steel Gym's social media marketing content identifying independent variables, dependent variables and moderating variable. These variables collectively explain how social media marketing content influences customer engagement and continuous usage intention with health literacy playing a moderating role. Social media marketing content includes social interaction, service provider interaction, self-concept, functional information and entertaining information. Social media marketing content is independent variable, customer engagement and continuous usage intention are dependent variables and health literacy is moderating variable adapted from Miryam and Antonio (2022) .

CHAPTER 3

PROFILE AND SOCIAL MEDIA MARKETING CONTENT OF STEEL GYM

This chapter presents profile, vision, mission and organizational structure of Steel Gym and social media marketing content of Steel Gym. Demographic profile of the respondents and reliability analysis are also described in this chapter.

3.1 Profile of Steel Gym

Steel Gym operates as yangon leading fitness center offering premium services via modern facilities and professional training programs since 2015. The gym consistently delivers excellence via state-of-the-art apparatus, expert instructors and innovative training protocols. This holistic approach renders it the premier destination for clients seeking tailored and excellence-driven fitness services. Steel Gym located at ngar htat gyi pagoda street, bahan township, yangon. Steel Gym provides a holistic fitness experience through group classes, personalized training and wellness guidance. Its central location offers accessible health solutions for yangon diverse community from busy professionals to long-term residents and international visitors. Steel Gym with a dedicated team of 22 employees including certified fitness trainers, offers personalized coaching, group fitness sessions and evidence-based nutritional advice thereby ensuring a holistic approach to health and wellness. Steel Gym solidifies its leadership in yangon's fitness and wellness industry through its unwavering commitment to quality, customer satisfaction and community engagement while setting benchmarks in myanmar's competitive market by integrating advanced fitness technologies and maintaining a customer-centric approach.

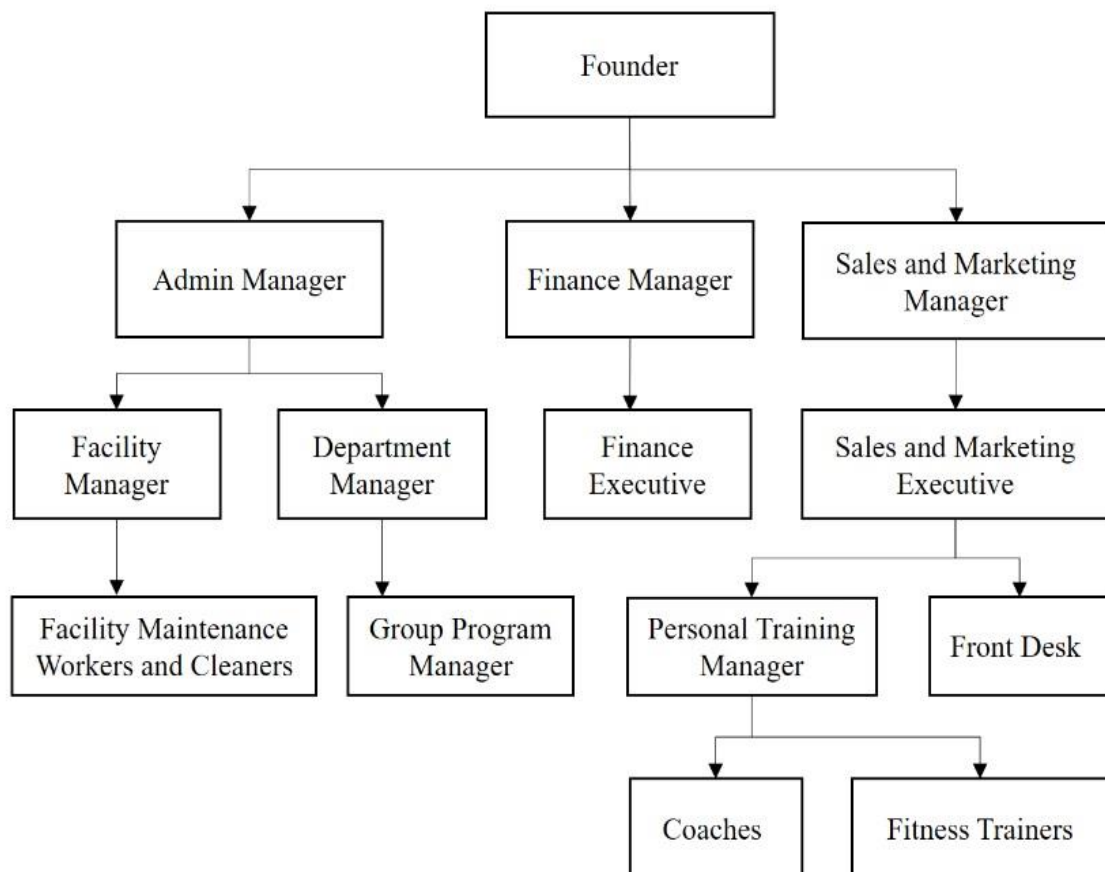
Steel Gym aspires to become Myanmar's premier fitness center through scientifically grounded, personalized training programs and a robust support community. The facility fosters a dynamic training ecosystem where collective motivation enables members to attain optimal physical performance and mental resilience while achieving their health objectives.

Steel Gym's mission is to provide high-quality fitness services that enhance the physical and mental well-being of its members. This mission is achieved through the utilization of innovative training methods and a strong emphasis on exceptional customer

engagement. The gym recognizes that fitness is not solely about physical strength but also about mental resilience and emotional well-being. By offering a diverse range of services including personalized training, group fitness classes and wellness consultations, Steel Gym ensures that its members receive comprehensive support in achieving their health goals.

The organization chart of Steel Gym is shown in Figure (3.1) by prioritizing a member-centric approach, integrity, excellence, innovation and community, Steel Gym not only meets the expectations of its members but also sets new benchmarks in the fitness industry.

Figure (3.1) Organization Chart of Steel Gym



Source: Steel Gym (2025)

The organizational structure of Steel Gym is designed to ensure efficient operations, clear roles and effective management across all levels of the organization. The organizational chart illustrates the hierarchy and reporting relationships within the gym, highlighting the roles and responsibilities of each position. The organizational structure of Steel Gym is hierarchical with clear lines of authority and responsibility. The structure is

divided into several key departments each headed by a manager who reports to the Founder. The primary departments include administration, finance, sales and marketing, facility management and department management. This structure ensures that all operational, financial and customer service aspects of the gym are effectively managed.

The Founder is responsible for making high-level decisions setting organizational goals and ensuring the gym's long-term success. Reporting directly to the Founder are the admin manager and the finance manager. The admin manager is responsible for overseeing administrative functions, including human resources, office management and day-to-day operations. The finance manager handles financial planning, budgeting and financial reporting to ensure the gym's financial health. The sales and marketing manager is responsible for driving membership sales, developing marketing strategies and promoting the gym's services. This role is critical for attracting new customers and retaining existing ones through effective marketing campaigns and customer engagement initiatives. The facility manager oversees the maintenance and cleanliness of the gym's facilities ensuring a safe and welcoming environment for members.

The department manager coordinates various departmental activities ensuring smooth operations across different functions. Supporting the finance manager and sales and marketing manager are the finance executive and sales and marketing executive, respectively. These roles assist in executing financial tasks and marketing initiatives, ensuring that the strategies set by their managers are effectively implemented. The facility maintenance workers and cleaners are responsible for the upkeep of the gym's facilities. Their role is crucial in maintaining a clean, safe and functional environment for members. The group program manager oversees group fitness programs ensuring that members are access to a variety of classes and activities. The personal training manager is responsible for managing personal training services including the recruitment and supervision of coaches and fitness trainers. The front desk staff are the first point of contact for members and visitors. They handle inquiries, member registrations and provide general assistance ensuring a positive experience for all gym users.

The coaches and fitness trainers are responsible for delivering fitness programs and training sessions to members. They play a key role in helping members achieve their fitness goals and maintaining high levels of customer satisfaction. The organizational structure of Steel Gym is designed to promote efficiency, accountability and effective communication. By clearly defining roles and responsibilities, the structure ensures that all employees

understand their duties and how they contribute to the gym's overall success. The hierarchical nature of the structure facilitates decision-making and allows for effective supervision and support across all levels of the organization. It provides a clear framework for managing the gym's various functions and ensures that all employees work together towards common goals. This structure not only supports the gym's day-to-day operations but also contributes to its long-term growth and sustainability.

3.2 Social Media Marketing Content of Steel Gym

Social media platforms is emerged as a critical channel for organizations including fitness centers such as Steel Gym to engage with customers and foster meaningful interactions. Steel Gym actively utilizes social media platforms especially facebook to connect with its audience, promote its services and build a strong online community. The gym's social media marketing content is diverse, encompassing promotional posts, educational content, user-generated content and interactive elements. This multifaceted approach ensures that the gym remains relevant and engaging to its followers while also attracting new members. Steel Gym regularly shares promotional content to highlight its membership plans, special offers and upcoming events. These posts often feature visually appealing images and videos designed to capture the attention of potential and existing members. Promotional content is strategically timed to coincide with key periods such as new year resolutions or fitness challenges to maximize engagement and participation.

The gym places a strong emphasis on providing educational content to its followers. This includes posts on exercise techniques, nutrition tips and wellness advice. By sharing valuable and informative content, Steel Gym positions itself as a trusted authority in the fitness industry helping to build credibility and trust with its audience. Steel Gym encourages its members to share their fitness journeys and achievements on social media. User-generated content such as photos and testimonials is frequently featured on the gym's facebook page. This not only showcases the success stories of members but also fosters a sense of community and belonging among the gym's clientele. Steel Gym utilizes interactive social media marketing content to increase user engagement. The approach features participatory mechanisms such as opinion polls, educational quizzes and structured question and answer sessions that encourage active follower participation and knowledge exchange. Interactive content helps to create a two-way communication channel allowing

the gym to better understand the needs and preferences of its audience. The social media marketing content of Steel Gym plays a crucial role in enhancing customer engagement and building brand awareness.

By regularly posting engaging and relevant content, the gym keeps its followers informed and motivated. The use of visuals and interactive elements helps to capture the attention of the audience while user-generated content fosters a sense of community and loyalty. Moreover, the educational content shared by Steel Gym helps to establish the gym as an authority in the fitness industry. This not only attracts new members but also retains existing ones by providing them with valuable information and support. The promotional content, on the other hand drives membership sales and participation in events contributing to the gym's overall business growth. The effectiveness of social media marketing content in driving customer engagement can be understood through its five key dimensions such as social interaction, service provider interaction, self-concept, functional information and entertaining information. Each dimension plays a distinct yet interconnected role in shaping the overall customer experience. Steel Gym creates a comprehensive and engaging online presence that resonates with its audience.

3.2.1 Social Interaction

Social interaction is a cornerstone of Steel Gym's social media approach and the gym actively employs various tactics to foster a sense of community and encourage meaningful engagement among its members and followers. By creating interactive and participatory content, Steel Gym ensures that its social media platforms are not just promotional tools but also spaces for connection, motivation and support. Steel Gym regularly organizes workout challenges that encourage members to participate and share their progress. Steel Gym commonly implement 30-day challenge programs designed to motivate participants through structured daily workouts. These initiatives typically incorporate social media engagement encouraging members to document and share their progress using unique event hashtags. These posts often include before-and-after photos, videos of workouts, or personal reflections on their fitness journey. By tagging Steel Gym in their posts, members not only increase the gym's visibility but also create a sense of camaraderie as they cheer each other on. Additionally, Steel Gym uses interactive features like polls and quizzes to engage its audience. The gym might post a poll asking followers to vote for their favorite

type of workout (e.g., cardio, strength training, or yoga) or to choose the theme for an upcoming event. These activities not only drive engagement but also provide valuable insights into member preferences allowing the gym to tailor its offerings accordingly.

To foster direct interaction, Steel Gym hosts regular Q&A sessions on its facebook page. During these sessions, certified trainers and nutritionists answer questions from followers about fitness routines, diet plans and wellness tips. These live interactions provide members with personalized advice and demonstrate the gym's commitment to supporting their fitness goals. In addition to Q&A sessions, Steel Gym conducts live workout sessions on Facebook. These sessions allow members to exercise alongside their favorite trainers in real-time creating a virtual group fitness experience. Followers are encouraged to comment during the live sessions sharing their experiences or asking for modifications to suit their fitness levels. This real-time interaction not only enhances engagement but also builds a sense of community among participants.

Steel Gym frequently highlights member achievements and success stories on its social media platforms. These posts often feature before-and-after photos, personal testimonials and detailed accounts of how the gym is helped members achieve their fitness goals. By sharing these stories, Steel Gym not only celebrates its members but also inspires others to embark on their own fitness journeys. Members are encouraged to share their stories and tag Steel Gym which further amplifies the gym's reach and fosters a sense of pride and belonging among its community. This practice not only strengthens the emotional connection between the gym and its members but also serves as a powerful marketing tool showcasing the gym's effect on real people.

Steel Gym places a strong emphasis on responsive communication to ensure that its followers feel heard and valued. The gym's social media team actively monitors comments, messages and mentions, responding promptly to inquiries, feedback and even casual interactions. Whether a member is asking about class schedules, seeking workout advice, or simply sharing a motivational message, Steel Gym ensures that every interaction is acknowledged. This two-way communication fosters trust and loyalty as members feel that their voices matter. It also creates a welcoming environment where followers are more likely to engage with the gym's content and participate in its activities.

Steel Gym leverages its social media platforms to organize community-building initiatives such as virtual meetups, fitness challenges, and charity events. The gym might

host a virtual 5K run where participants track their progress using fitness apps and share their results on Facebook. Proceeds from the event could be donated to a local charity further strengthening the gym's connection to the community. These initiatives not only encourage social interaction but also position Steel Gym as a socially responsible organization that cares about its members and the broader community. Through its use of interactive posts, live sessions, member spotlights, responsive communication and community-building initiatives, Steel Gym effectively fosters social interaction on its social media platforms. These activities create a vibrant and supportive online community where members feel motivated, valued and connected. By prioritizing engagement and interaction, Steel Gym not only enhances its brand loyalty but also solidifies its position as a leader in the fitness industry.

3.2.2 Service Provider Interaction

Service provider interaction is a critical dimension of Steel Gym's social media approach, as it builds trust, credibility and customer engagement. Steel Gym uses its social media platforms, particularly Facebook to enhance service provider interaction by offering personalized and timely responses to customer inquiries, sharing expert advice and showcasing the expertise of its staff. Steel Gym's social media team is trained to address customer inquiries promptly and professionally. Whether members are questions about membership plans, class schedules, or fitness advice, the gym ensures that every query is answered in a timely manner. If a follower comments on a Facebook post asking about the availability of early morning classes, the social media team responds with detailed information including class timings, trainer details and how to sign up. Additionally, Steel Gym uses Facebook Messenger to handle more personalized or private inquiries. This direct communication channel allows members to receive tailored responses to their specific needs such as recommendations for beginner-friendly classes or advice on overcoming fitness plateaus. By providing prompt and personalized support, Steel Gym builds trust and reinforces its reputation as a customer-focused organization.

Steel Gym regularly shares behind-the-scenes content that highlights the expertise and dedication of its service providers. This includes videos of trainers explaining workout techniques, nutritionists sharing meal prep tips and staff members preparing for classes. Facebook post might feature a trainer demonstrating proper form for squats or a nutritionist

explaining the benefits of incorporating more protein into a diet. These posts not only showcase the professionalism of Steel Gym's staff but also provide valuable, actionable information to followers. By giving members a glimpse into the knowledge and effort that goes into their fitness journey, Steel Gym builds credibility and strengthens its relationship with its audience.

Steel Gym hosts live sessions on Facebook where trainers and nutritionists interact directly with followers in real-time. These sessions often include live workouts where trainers guide viewers through a series of exercises offering modifications for different fitness levels. Followers can ask questions during the session such as how to perform a specific exercise correctly or how to adapt a workout for an injury. In addition to live workouts, Steel Gym conducts Q&A sessions where experts answer questions about fitness, nutrition and wellness. A nutritionist might explain how to create a balanced meal plan while a trainer might provide tips for staying motivated. These live interactions allow members to receive personalized advice and build a stronger connection with the gym's service providers.

Steel Gym uses its social media platforms to share educational content that empowers members to make informed decisions about their fitness and nutrition. This includes tutorials, infographics and short videos created by trainers and nutritionists. Facebook post might feature a step-by-step guide to performing deadlifts safely or an infographic explaining the importance of hydration during workouts. By providing this type of content, Steel Gym positions itself as a reliable source of fitness guidance. Followers can trust that the information they receive is accurate and backed by the expertise of the gym's staff. This not only enhances customer engagement but also encourages members to take an active role in their fitness journey.

Steel Gym regularly highlights the qualifications and achievements of its trainers and staff on social media. Facebook post might introduce a new trainer showcasing their certifications, specialties and personal fitness philosophy. This type of content helps members feel more connected to the gym's team and confident in their expertise. Additionally, Steel Gym shares testimonials and success stories from members who is worked closely with trainers or nutritionists. These posts often include before-and-after photos, personal quotes and details about how the service provider helped the member achieve their goals. By showcasing these success stories, Steel Gym not only celebrates its members but also demonstrates the impact of its service providers.

Steel Gym uses interactive features like polls and surveys to gather feedback from members and tailor its services to their needs. The gym posts a poll on Facebook asking followers to vote for their preferred class times or to choose the topic of an upcoming live session. This not only encourages engagement but also ensures that the gym's offerings align with member preferences. By involving members in decision-making processes, Steel Gym demonstrates its commitment to providing a customer-focused experience. This approach fosters a sense of community and ensures that members feel valued and heard. Through personalized responses, behind-the-scenes content, live sessions, educational tutorials and interactive polls, Steel Gym effectively enhances service provider interaction on its social media platforms. These activities not only showcase the expertise of the gym's staff but also build trust, credibility and engagement among members. By maintaining an approachable and informative presence, Steel Gym positions itself as a reliable source of fitness guidance and a customer-centric organization.

3.2.3 Self-Concept

Self-concept plays a significant role in driving engagement as social media marketing content that resonates with members' personal aspirations and fitness goals is more likely to capture their interest. Steel Gym addresses the self-concept dimension by creating content that empowers its members aligns with their fitness goals and celebrates their individuality. Through motivational posts, success stories and inclusive content, Steel Gym ensures that its members feel represented, valued and inspired. Steel Gym regularly shares transformation stories of its members on Facebook highlighting their fitness journeys and achievements. These posts often include before-and-after photos, personal testimonials and detailed accounts of how the gym's programs and trainers helped members reach their goals. A post might feature a member who lost a significant amount of weight, gained muscle, or improved their overall health through consistent effort and guidance from Steel Gym. These success stories serve as powerful motivators for other members showing them that their fitness aspirations are attainable. By celebrating these achievements, Steel Gym reinforces the idea that it is a place where individuals can transform their lives aligning its content with the self-identity and goals of its audience.

To inspire and uplift its members, Steel Gym shares motivational posts and quotes on its social media platforms. These posts often feature encouraging messages about

perseverance, self-belief and the importance of staying committed to one's fitness journey. Meaningful progress unfolds incrementally where even small consistent efforts accumulate into transformative results. This principle becomes tangible when observing individuals engaged in physical activity or celebrating personal achievements a moment that captures both struggle and triumph. When shared as motivational content, these narratives resonate deeply affirming viewers' capability for growth while reinforcing their commitment to long-term goals. Such representations do more than inspire; they create visceral connections that translate motivation into sustained action. By consistently sharing uplifting content, Steel Gym fosters a positive and empowering environment that aligns with the self-concept of its audience.

Steel Gym creates content that celebrates diversity and inclusivity ensuring that all members feel represented and valued. The gym's social media posts feature individuals from different backgrounds, ages and fitness levels, showcasing the wide range of people who benefit from its programs. Within the same facility a retiree rediscovers ease of movement through guided group classes while a competitive athlete refines strength with targeted conditioning. These parallel journeys though distinct in their goals share a common truth: physical betterment adapts to every life stage and aspiration. By showcasing such contrasting yet equally valid narratives, the space communicates that progress is not monolithic. When members see their own struggles and triumphs reflected in others', they no longer perceive fitness as an exclusive pursuit but as a collective endeavor one that meets them where they are and invites them to grow.

Steel Gym organizes fitness challenges that encourage members to set and achieve personal goals. These challenges are designed to cater to different fitness levels and interests ensuring that everyone can participate. The gym might launch a 30-day core strength challenge where members are encouraged to complete daily exercises and share their progress on Facebook using a dedicated hashtag such as #SteelGymCoreChallenge. By participating in these challenges members not only work toward their fitness goals but also build confidence in their abilities. The gym's social media team actively engages with participants offering encouragement and celebrating their progress. This personalized approach helps members feel supported and motivated aligning with their self-concept and aspirations.

Steel Gym uses interactive content to engage members and align with their personal fitness goals. The gym posts a poll on Facebook asking followers to vote for their favorite

type of workout or to share their fitness goals for the upcoming month. Based on the responses, Steel Gym tailors its content to address the specific interests and aspirations of its audience. Additionally, the gym shares content that provides actionable tips for achieving common fitness goals such as building muscle, losing weight, or improving flexibility. These posts often include advice from trainers and nutritionists ensuring that members receive reliable and personalized guidance. By addressing the unique needs and goals of its audience, Steel Gym strengthens its connection with members and reinforces their self-concept.

Steel Gym regularly highlights member achievements on its social media platforms, celebrating milestones such as completing a marathon, reaching a weight loss goal, or mastering a challenging workout. These posts often include photos or videos of the member, along with a caption that acknowledges their hard work and dedication. Facebook post might feature a member who is consistently attended classes for a year accompanied by a heartfelt message from their trainer. By celebrating these achievements, Steel Gym not only motivates other members but also reinforces the idea that the gym is a supportive community where individuals can thrive. Through transformation stories, motivational posts, inclusive content, personalized challenges, interactive polls and member spotlights, Steel Gym effectively addresses the self-concept dimension on its social media platforms. These activities empower members align with their fitness goals and celebrate their individuality fostering a strong emotional connection with the gym. By creating content that resonates with the self-identity and aspirations of its audience, Steel Gym inspires and motivates its members to achieve their full potential.

3.2.4 Functional Information

Functional information is essential for maintaining member engagement as it provides practical and actionable resources that help members optimize their fitness journey. Steel Gym uses its social media platforms particularly Facebook to deliver clear, useful and timely information that supports its members' goals and enhances their overall experience. Steel Gym regularly shares workout routines and exercise tutorials on its facebook page providing members with practical guidance they can use in their fitness journey. These posts often include step-by-step instructions, videos, or infographics that demonstrate proper form and technique. A post is featured a trainer explaining how to

perform a deadlift safely complete with tips for avoiding common mistakes. Additionally, Steel Gym creates content tailored to different fitness levels and goals such as beginner-friendly workouts, advanced strength training routines, or exercises targeting specific muscle groups. By offering this type of functional information, the gym ensures that members are access to resources that help them achieve their fitness objectives effectively and safely.

Nutrition plays a crucial role in achieving fitness goals and Steel Gym provides valuable nutritional information to its members through social media. The gym shares posts featuring meal prep ideas, healthy recipes and dietary guidelines tailored to different needs such as weight loss, muscle gain, or improved energy levels. Facebook post might include a recipe for a high-protein breakfast or tips for managing portion sizes. Steel Gym also collaborates with nutritionists to create content that addresses common dietary questions such as how to balance macronutrients or what to eat before and after workouts. By offering practical and science-backed nutritional advice, the gym helps members make informed decisions about their diet, supporting their overall fitness journey.

Steel Gym uses its social media platforms to communicate important updates that keep members informed about changes in operating hours, class schedules, or facility availability. The gym is adjusting its hours due to a holiday or special event, a Facebook post will notify members in advance. Similarly, the gym shares updates about new class offerings, such as yoga, or spin classes along with details on how to sign up. These updates ensure that members can plan their visits and workouts effectively, minimizing disruptions to their fitness routines. By providing timely and accurate information, Steel Gym demonstrates its commitment to transparency and member satisfaction.

Steel Gym promotes special events and exclusive promotions through its social media channels giving members opportunities to engage with the gym in new and exciting ways. The gym might announce a free community workout day, a fitness workshop, or a discounted membership offer. These posts often include details about how to participate such as registration links or eligibility requirements. By sharing information about these events and promotions, Steel Gym encourages members to take advantage of unique opportunities to enhance their fitness experience. This not only drives engagement but also adds value to their membership.

In addition to workout and nutrition advice, Steel Gym shares tips for maintaining a healthy lifestyle, covering topics such as stress management, sleep hygiene and mental wellness. Facebook post might provide tips for staying active during a busy workweek or strategies for improving sleep quality. These posts offer practical advice that members can incorporate into their daily lives helping them achieve a balanced and holistic approach to health and fitness. By addressing the broader aspects of wellness, Steel Gym positions itself as a comprehensive resource for its members.

Steel Gym uses its social media platforms to address frequently asked questions and provide support to members. The gym might create a post explaining how to use its mobile app to book classes or how to access virtual training sessions. These posts often include screenshots or step-by-step instructions to make the information easy to follow. Additionally, Steel Gym encourages members to reach out with their questions through comments or direct messages, ensuring that they receive the support they need. By offering clear and accessible information, the gym enhances the member experience and fosters a sense of trust and reliability. Through workout routines, nutritional guidelines, schedule updates, event promotions, wellness tips and member support, Steel Gym effectively provides functional information on its social media platforms. These activities ensure that members are access to practical and actionable resources that support their fitness journey and enhance their overall experience. By delivering clear, useful and timely information, Steel Gym demonstrates its commitment to helping members achieve their goals and make the most of their membership.

3.2.5 Entertaining Information

Entertaining information is a powerful driver of customer loyalty as emotional engagement fosters deeper connections with the brand. Steel Gym incorporates entertaining content into its social media approach to keep its audience engaged, entertained and connected. By sharing humorous, motivational and relatable content, the gym creates a fun and energetic online presence that resonates with its members and followers. Steel Gym uses humor to connect with its audience by sharing memes and relatable content that reflect the everyday experiences of gym-goers. Facebook post might feature a meme about the struggle of waking up early for a workout or the satisfaction of finishing a tough training session. These posts often resonate with members making them feel understood and

creating a sense of camaraderie. By incorporating humor into its content, Steel Gym humanizes its brand and makes it more approachable. This type of content not only entertains but also encourages members to engage by liking, commenting and sharing the posts with their networks.

Steel Gym regularly shares motivational quotes and inspirational stories to uplift and inspire its audience. These posts often feature powerful messages about perseverance, self-belief and the importance of staying committed to one's fitness journey. In addition to quotes, Steel Gym shares short stories of members or trainers overcoming obstacles to achieve their goals. These stories serve as a source of inspiration reminding followers that progress is possible with dedication and effort. By combining motivation with entertainment, Steel Gym keeps its audience engaged and emotionally connected to the brand.

Steel Gym creates short engaging videos that showcase the fun and energetic atmosphere of the gym. These videos often feature trainers and members participating in lighthearted challenges such as plank competitions, dance-offs, or relay races. Facebook video might show two trainers competing to see who can do the most push-ups in a minute, with members cheering them on. These videos not only entertain but also highlight the gym's vibrant community and supportive environment. By sharing behind-the-scenes moments and playful interactions, Steel Gym makes its brand more relatable and appealing to a broader audience.

Music functions as a powerful exercise motivator for Steel Gym members. The gym actively cultivates this connection through carefully designed workout playlists and music-focused engagement. Trainers regularly share their personal playlist selections on facebook while members contribute by explaining how specific tracks help them power through rigorous training sessions creating a community united by music and fitness. These posts often spark conversations among followers with members sharing their own favorite tracks and playlists in the comments. By incorporating music into its content, Steel Gym adds an entertaining and personal touch that resonates with its audience.

Steel Gym organizes lighthearted challenges and contests that encourage members to participate and have fun. The gym might launch a funniest gym fail contest where members share their most amusing workout mishaps. A best gym selfie challenge where members post creative photos of themselves at the gym. These activities not only entertain

but also foster a sense of community by encouraging members to interact with each other and the gym. By creating opportunities for playful engagement, Steel Gym strengthens its emotional connection with its audience.

Steel Gym incorporates seasonal and holiday-themed content into its social media posts to keep its audience entertained and engaged. During halloween, the gym might share photos of trainers and members dressed in costumes while working out. During the holiday season, the gym could post a video of a trainer demonstrating festive workouts using props like gift boxes or tinsel. These themed posts add a fun and creative element to the gym's content making it more enjoyable for followers. By aligning its content with seasonal events, Steel Gym keeps its social media presence fresh and relevant.

Steel Gym uses interactive polls to engage its audience in a fun and entertaining way. The gym might post a poll asking followers to vote for their favorite type of workout music (e.g., rock, pop, or hip-hop) or to choose the theme for an upcoming event. These polls not only encourage participation but also provide insights into member preferences. By incorporating interactive and entertaining elements into its content, Steel Gym keeps its audience engaged and creates opportunities for playful interaction. These activities create a fun and energetic online presence that resonates with its audience fostering emotional connections and strengthening brand loyalty. By combining entertainment with engagement, Steel Gym ensures that its members feel connected, motivated and inspired.

Steel Gym's social media marketing content approach is a well-rounded effort that combines social interaction, service provider interaction, self-concept, functional information and entertaining information to create a dynamic and engaging online presence. By delivering value-driven content that resonates with its audience, Steel Gym fosters a sense of community, builds brand loyalty and encourages sustained customer participation. Through its effective use of social media, Steel Gym not only promotes its services but also cultivates meaningful relationships with its members ensuring long-term success in an increasingly competitive fitness industry.

3.3 Profile of Respondents

The profile of respondents provides a detailed snapshot of the demographic and socio-economic characteristics of the sample population. A survey is conducted with a total of 197 respondents to analyze the effect of social media marketing content on customer

engagement and continuous usage intention of Steel Gym with Table (3.1) presenting the demographic data of the respondents who answer the structured questionnaire providing valuable context for understanding the responses. The data is organized into six key categories: gender, age, profession, education background, marital status and monthly income. Each category is further divided into subcategories with the number of respondents and their corresponding percentages provided.

Table (3.1) Demographic Profile of the Respondents

Sr. No.	Item	Category	No. of Respondents	Percentage
		Total	197	100
1	Gender	Male	57	28.9
		Female	140	71.1
2	Age	21 - 30 years	9	4.6
		31 – 40 years	89	45.2
		41 - 50 years	72	36.5
		51 – 60 years	24	12.2
		Above 60 years	3	1.5
3	Profession	Self-employed	15	7.6
		Private company employee	126	64
		Government employee	31	15.7
		Freelance	6	3
		Student	6	3
		Retired	3	1.5
		Others	10	5.1
4	Education Background	Undergraduate	3	1.5
		Bachelor Degree	113	57.4
		Master Degree	67	34
		Doctorate / PhD	14	7.1
5	Marital Status	Single	91	46.2
		Married	106	53.8
6	Monthly Income	< 500,000 kyats	28	14.2
		500,001 – 1,000,000 kyats	24	12.2
		1,000,001 – 1,500,000 kyats	22	11.2
		1,500,001 – 2,000,000 kyats	34	17.3
		Above 2,000,000 kyats	89	45.2

Source: Survey Data (2025)

The survey reveals a higher representation of female respondents who constitute 71.1% (140 individuals) of the sample. Male respondents account for 28.9% (57 individuals). This

gender distribution indicates that women are more likely to participate in the survey than men. The age distribution of the respondents is diverse with the majority falling into the 31–40 years age group representing 45.2% (89 individuals). The next largest group is those aged 41–50 years making up 36.5% (72 individuals). Younger respondents aged 21–30 years constitute a smaller portion at 4.6% (9 individuals). Older respondents aged 51–60 years and above 60 years account for 12.2% (24 individuals) and 1.5% (3 individuals) respectively.

In terms of profession, the largest group of respondents works in the private sector representing 64% (126 individuals). Government employees make up 15.7% (31 individuals) while self-employed individuals account for 7.6% (15 individuals). Freelancers and students each represent 3% (6 individuals) and retired individuals constitute 1.5% (3 individuals). A small percentage of respondents 5.1% (10 individuals) selected the others category. The education background of the respondents indicates a highly educated sample. The majority hold a bachelor's degree representing 57.4% (113 individuals). Those with a master's degree account for 34% (67 individuals) while respondents with a doctorate or PhD degree make up 7.1% (14 individuals). A small percentage 1.5% (3 individuals) hold an undergraduate education.

The marital status of the respondents is nearly evenly split. Married individuals slightly outnumber single respondents with married individuals representing 53.8% (106 individuals) and single individuals accounting for 46.2% (91 individuals). The monthly income distribution shows that the largest group of respondents earns above 2,000,000 kyats representing 45.2% (89 individuals). Those earning between 1,500,001–2,000,000 kyats account for 17.3% (34 individuals). Respondents earning between 500,001–1,000,000 kyats and 1,000,001–1,500,000 kyats represent 12.2% (24 individuals) and 11.2% (22 individuals) respectively. The smallest group earns less than 500,000 kyats making up 14.2% (28 individuals).

The data highlights a predominantly female, highly educated and middle-aged group with a significant portion working in the private sector and earning a high monthly income. This diversity in age, profession and income levels ensures a broad representation which enhances the generalizability of the findings. Understanding these characteristics is essential for contextualizing the study's results and analyzing how different factors may influence the respondents' perspectives and behaviors.

3.4 Reliability Test

Reliability refers to the degree to which a measure consistently captures a concept in a study. One method of assessing this consistency is through Cronbach's alpha (α). In this study reliability is determined using Cronbach's alpha (α) which reflects the internal consistency in measuring the concept under investigation. Reliability is evaluated using Cronbach's Alpha Coefficient represented as α which ranges from 0 to 1. Table (3.2) presents the interpretation of Cronbach's Alpha, a measure of internal consistency used to assess the reliability of a scale. According to Cortina (1993), the alpha coefficient ranges from 0 to 1 where higher values indicate stronger reliability.

Table (3.2) Interpretation of Coefficient Alpha

Cronbach's Alpha	Internal Consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Cortina (1993)

An alpha value of 0.9 or higher is classified as excellent while values between 0.8 and 0.9 indicate good reliability. An alpha coefficient ranging from 0.7 to 0.8 is considered acceptable whereas values between 0.6 and 0.7 are categorized as questionable. If the coefficient falls between 0.5 and 0.6, it is defined as poor and values below 0.5 are classified as unacceptable. A Cronbach's Alpha of 0 represents the absence of reliability whereas a value of 1 indicates perfect internal consistency. In academic research, a reliability coefficient of at least 0.70 is generally established as the minimum acceptable threshold. Lower values reflect weak internal consistency which may compromise the validity of the instrument while higher values demonstrate a greater degree of reliability in measurement.

Table (3.3) below presents the reliability analysis of variables measured using Cronbach's Alpha to determine the internal consistency of each factor. The table includes eight factors each assessed with five items. The Cronbach's Alpha values indicate the reliability classification based on established thresholds.

Table (3.3) Reliability Analysis of Variables

Sr. No.	Factors	Number of Items	Cronbach's Alpha	Interpretation
1	Social Interaction	5	0.711	Acceptable
2	Service Provider Interaction	5	0.781	Acceptable
3	Self-Concept	5	0.797	Acceptable
4	Functional Information	5	0.789	Acceptable
5	Entertaining Information	5	0.809	Good
6	Customer Engagement	5	0.827	Good
7	Health Literacy	5	0.830	Good
8	Continuous Usage Intention	5	0.867	Good

Source: Survey Data (2025)

The results show that four factors social interaction (0.711), service provider interaction (0.781), self-concept (0.797) and functional information (0.789) range within the acceptable reliability range ($0.7 \leq \alpha < 0.8$). This indicates that the items measuring these factors maintain a moderate level of internal consistency meeting the minimum threshold required for academic research. The remaining four factors entertaining information (0.809), customer engagement (0.827), health literacy (0.830) and continuous usage intention (0.867) exhibit higher Cronbach's Alpha values placing them within the good reliability category ($0.8 \leq \alpha < 0.9$). These values reflect stronger internal consistency demonstrating that the items measuring these factors reliably capture the intended constructs. Overall, all factors achieve a Cronbach's Alpha value of at least 0.70 confirming the internal consistency of the measurement instrument. The absence of factors below the acceptable threshold ensures the reliability of the scale for further analysis.

CHAPTER 4

ANALYSIS ON THE EFFECT OF SOCIAL MEDIA MARKETING CONTENT ON CUSTOMER ENGAGEMENT AND CONTINUOUS USAGE INTENTION OF STEEL GYM

This chapter presents the analysis of the effect of social media marketing content on customer engagement and continuous usage intention of Steel Gym. The chapter is structured to provide a detailed overview of the survey results including frequency, percentage and mean scores all derived from factual data. The analysis is conducted using SPSS software with linear regression employed to interpret the findings. The study aimed to assess how social media marketing content influences customer engagement and continuous usage intention at Steel Gym.

4.1 Customer Perception on Social Media Marketing Content, Customer Engagement and Continuous Usage Intention

Social media marketing content is becoming a vital platform for organizations to engage with their customers, build brand loyalty and foster meaningful relationships. For fitness centers like Steel Gym, social media marketing content plays a pivotal role in shaping customer perceptions driving engagement and encouraging sustained participation. By delivering value-driven informative and entertaining content, Steel Gym leverages social media to create a dynamic and engaging online presence.

The interpretation of the mean values follows Best (1977) that a mean value between 1.00 and 1.80 indicates strongly disagree, a mean value between 1.81 and 2.60 indicates disagree, a mean value between 2.61 and 3.40 represents neutral, a mean value between 3.41 and 4.20 indicates agree and a mean value between 4.21 and 5.00 signifies strongly agree. The descriptive analysis provides a clear understanding of the respondent perception and attitudes toward the effect of social media marketing content on their engagement and intention to continue using Steel Gym.

4.1.1 Social Media Marketing Content

Customer perception on social media marketing content is described in this section. Social media marketing content consists of social interaction, service provider interaction, self-concept, functional information and entertaining information.

1. Social Interaction

Table (4.1) presents the mean values of social interaction, which is a key component of customer engagement. Table reflects the mean values for five statements used to analyze social interaction.

Table (4.1) Social Interaction

Sr. No.	Description	Mean	Standard Deviation
1.	Interacting with people through this brand.	3.86	.586
2.	Getting to know interesting people with the same background through this brand.	3.96	.493
3.	Feeling a sense of community with other users of this brand.	3.94	.419
4.	Connecting with people who share similar interests.	3.92	.416
5.	Engaging with other users through this brand's social media platforms.	4.00	.335
Overall Mean		3.94	

Source: Survey Data (2025)

According to Table (4.1), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively utilizes social interaction. It highlights the brand's role in facilitating direct interactions among individuals. Respondents consistently recognized the organization as a platform for social engagement reinforcing its role in facilitating interpersonal connections. The findings indicate that users recognize the brand as a platform for discovering and interacting with like-minded individuals aligning with the broader objective of community-building. This outcome reflects the brand's success in creating a space for affinity-based networking.

This demonstrates the organization’s capacity to foster a cohesive user environment. Participants confirmed that the company successfully facilitates these connections, thereby strengthening user engagement. Respondents view the social media channels as dynamic and productive tools for nurturing interaction. These findings underscore the platform’s effectiveness in utilizing digital spaces to sustain and enhance social relationships. The results further validate alignment with social engagement principles positioning the case as an example of successful community-oriented approaches. These insights offer valuable guidance for organizations seeking to improve user engagement through focused social media methods particularly in contexts where shared interests and community-building are central to the user experience.

2. Service Provider Interaction

Table (4.2) presents the mean values of service provider interaction which is another critical aspect of customer engagement. Table reflects the mean values for five statements used to analyze service provider interaction.

Table (4.2) Service Provider Interaction

Sr. No.	Description	Mean	Standard Deviation
1.	Interacting with the brand through their Instagram account helps reduce feelings of loneliness.	3.62	.655
2.	Providing feedback to the brand is easy through their social media platforms.	3.92	.605
3.	The brand responds promptly to queries or comments on social media.	3.90	.585
4.	Customers feel valued when interacting with the brand online.	3.96	.483
5.	The brand’s social media presence fosters a stronger sense of connection.	3.94	.497
Overall Mean		3.87	

Source: Survey Data (2025)

According to Table (4.2), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively utilizes service provider interaction. These factors collectively illustrate how digital

platforms facilitate engagement between service providers and customers. Respondents consistently acknowledged that digital interactions with the brand serve as a meaningful social outlet. Customers perceive experiences regarding the ease of providing input, indicating the brand's successful implementation of user-friendly communication pathways. This aspect underscores the importance of removing barriers to customer expression in digital environments. The data reveals consistent patterns of prompt responses to queries and comments reflecting operational effectiveness in customer service delivery. This responsiveness emerges as a critical component in maintaining ongoing customer relationships through digital channels. Service interaction proves fundamental to relationship development and maintenance. The findings illustrate that consistent online engagement fosters deeper relational bonds between customers and the brand. These five factors presents a comprehensive understanding of service provider interaction in digital environments. The results demonstrate the effectiveness of integrated social media approaches in customer relationship building.

3. Self-Concept

Table (4.3) presents the mean values of self-concept which is another critical aspect of customer engagement. Table reflects the mean values for five statements used to analyze self-concept.

Table (4.3) Self-Concept

Sr. No.	Description	Mean	Standard Deviation
1.	Users can identify well with others who choose this brand.	3.82	.489
2.	The services provided by this brand help address health-related issues.	3.81	.647
3.	This brand aligns with personal values and lifestyle.	3.58	.802
4.	Customers feel a sense of belonging when using the brand's services.	3.82	.578
5.	The brand's offerings reflect users' self-image and goals.	3.65	.694
Overall Mean		3.74	

Source: Survey Data (2025)

According to Table (4.3), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively utilizes self-concept. Respondents consistently agree an ability to identify with the brand's user community indicating the brand's success in cultivating shared identity markers. Customers recognized the brand's capacity to fulfill practical needs establishing its relevance within their personal ecosystems. Customers perceive the brand as compatible with their lifestyle choices and ethical frameworks. Such congruence proves essential for sustained brand relationships as it satisfies consumers' self-verification needs. Respondents consistently described experiencing communal bonds when engaging with the brand's services. Consumers view the brand as an authentic representation of their identity goals. The consistent patterns across all dimensions indicate the brand's effectiveness in addressing various aspects of consumer identity.

4. Functional Information

Table (4.4) presents the mean values of functional information which is another critical aspect of customer engagement. Table reflects the mean values for five statements used to analyze functional information.

Table (4.4) Functional Information

Sr. No.	Description	Mean	Standard Deviation
1.	The content shared on the brand's Instagram account helps users understand health issues in general.	3.86	.586
2.	The content shared on the Instagram account is essential for health and well-being.	3.77	.657
3.	The brand's social media marketing content discusses recent and relevant information.	3.94	.419
4.	The health-related tips and advice shared by the brand are useful.	3.91	.591
5.	The content on the brand's social media accounts is informative and educational.	3.78	.572
Overall Mean		3.86	

Source: Survey Data (2025)

According to Table (4.4), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively utilizes functional information. Respondents consistently acknowledged the information provided indicating the brand's success in translating complex health concepts into accessible knowledge. Customers recognized the practical significance of the information shared establishing its value within their daily wellness routines. Consumers perceive the content as addressing contemporary health concerns reflecting the organization's commitment to maintaining topical relevance. The recommendations demonstrate tangible benefits confirming the content's applicability to real-world health scenarios. Consumers view the material as both informative and pedagogically effective satisfying their need for reliable health education. For health and wellness providers, the results highlight the importance of creating content that combines educational value with practical relevance.

5. Entertaining Information

Table (4.5) presents the mean values of entertaining information which is another critical aspect of customer engagement. Table reflects the mean values for five statements used to analyze entertaining information.

Table (4.5) Entertaining Information

Sr. No.	Description	Mean	Standard Deviation
1.	Users get to know new people with similar interests through the brand's social media marketing content.	3.83	.563
2.	The content shared by this brand is entertaining and enjoyable.	3.81	.467
3.	People can identify well with the content and other users of this brand.	3.85	.528
4.	The brand's social media marketing content is fun and engaging.	3.75	.610
5.	The entertaining aspects of this brand's social media presence are appealing.	3.87	.455
Overall Mean		3.83	

Source: Survey Data (2025)

According to Table (4.5), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively utilizes entertaining information. Respondents consistently perceive forming new social bonds through engagement with the brand's digital content indicating its effectiveness as a platform for community building. Consumers recognized the inherent entertainment quality of the content which contributes to positive emotional responses during brand interactions. Respondents described the brand's social media presence as dynamic and absorbing confirming its capacity to capture and maintain audience attention. These five factors presents a robust framework for understanding entertaining information in customer engagement.

4.1.2 Customer Engagement

Table (4.6) presents the mean values of customer engagement which is the primary focus of this study. Table reflects the mean values for five statements used to analyze customer engagement.

Table (4.6) Customer Engagement

Sr. No.	Description	Mean	Standard Deviation
1.	Customers enjoy interacting with this brand through their social media accounts.	3.75	.529
2.	Followers spend time viewing the brand's social media marketing content regularly.	3.49	.760
3.	Participation in promotions or events hosted by this brand is enjoyable.	3.64	.712
4.	Users actively engage with others through the brand's social media platforms.	3.67	.645
5.	The brand's social media accounts are worth recommending to others.	3.80	.562
Overall Mean		3.67	

Source: Survey Data (2025)

According to Table (4.6), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively

utilizes customer engagement. These factors provide comprehensive insights into the mechanisms driving meaningful engagement between organizations and their audiences. Consumers exhibit regular viewing behaviors, reflecting established routines of content consumption. It illustrates the brand's ability to maintain audience attention and integrate itself into consumers' digital ecosystems. Such participatory behaviors indicate successful implementation of interactive marketing approaches. Consumers actively connect with fellow users demonstrating the brand's role as a social conduit. It indicates the brand's comprehensive approach to fostering meaningful consumer relationships. The results demonstrate the importance of developing integrated engagement approaches that address emotional, behavioral and social dimensions simultaneously.

4.1.3 Health Literacy

Table (4.7) presents the mean values of health literacy which is another critical aspect of customer engagement. Table reflects the mean values for five statements used to analyze health literacy.

Table (4.7) Health Literacy

Sr. No.	Description	Mean	Standard Deviation
1.	The health-related knowledge shared by the brand encourages users to try their fitness services.	3.94	.559
2.	The content on the brand's social media accounts is relevant to common health issues.	3.81	.589
3.	The brand's content helps users better understand their health.	3.81	.609
4.	Followers become more informed about health and fitness by engaging with this brand.	3.90	.571
5.	The brand's content motivates people to take better care of their health.	3.96	.493
Overall Mean		3.89	

Source: Survey Data (2025)

According to Table (4.7), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively utilizes health literacy. These factors collectively illustrate how educational content

contributes to meaningful consumer-brand relationships in the health and fitness domain. Consumers perceive that the health information provided by the brand positively influences their decision to engage with fitness offerings. It reflects the brand's effectiveness in bridging knowledge and practical application. Respondents consistently acknowledged the applicability of the content to their personal health circumstances indicating the brand's success in addressing contemporary wellness topics. It establishes the content's value in consumers' health management routines. The data reveals that consumers experience improved comprehension of health concepts through their engagement with the brand's materials. Consumers have health and fitness knowledge through their engagement with the brand's content. The educational content serves as a catalyst for improved health maintenance practices among consumers.

4.1.4 Continuous Usage Intention

Table (4.8) presents the mean values of continuous usage intention which is another critical aspect of this study. Table reflects the mean values for five statements used to analyze continuous usage intention.

Table (4.8) Continuous Usage Intention

Sr. No.	Description	Mean	Standard Deviation
1.	This brand is considered the top choice for relevant products or services.	3.58	.762
2.	Customers will likely choose this brand for future needs in this category.	3.83	.639
3.	Many are willing to try new products or services offered by this brand.	3.72	.647
4.	Users plan to continue utilizing this brand's services in the future.	3.80	.603
5.	The brand enjoys strong loyalty and preference over competitors.	3.69	.687
Overall Mean		3.73	

Source: Survey Data (2025)

According to Table (4.8), all the mean values including the overall mean range between 3.41 and 4.20 mean that most of the respondents agree that Steel Gym effectively utilizes continuous usage intention. Consumers consistently recognize the brand as their foremost choice within the service category indicating strong top-of-mind awareness and perceived superiority. It reveals consumer willingness to explore product extensions or service innovations signaling trust in the brand's development capabilities. Consumers articulate concrete intentions to maintain their brand affiliation demonstrating the establishment of habitual consumption patterns. The findings illustrate the brand's ability to maintain consumer allegiance despite competing options indicating the development of meaningful switching barriers. The results highlight the importance of developing comprehensive loyalty programs that address both rational and emotional drivers of continued usage.

4.2 Analysis on the Effect of Social Media Marketing Content on Customer Engagement

To examine the effect of social media marketing content on customer engagement multiple regression analysis is applied social interaction, service provider interaction, self-concept, functional information and entertaining information are independent variables and customer engagement is the dependent variable. To achieve the first objective multiple regression is applied and the result is shown in Table (4.9).

Table (4.9) Effect of Social Media Marketing Content on Customer Engagement

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.	VIF
	B	Std. Error				
(Constant)	-.495	.338		-1.465	.145	
Social Interaction	.015	.131	.009	.112	.911	2.781
Service Provider Interaction	.242***	.077	.202	3.135	.002	1.72
Self-Concept	.084	.064	.081	1.304	.194	1.616
Functional Information	.149	.107	.125	1.386	.167	3.395
Entertaining Information	.598***	.081	.477	7.355	.000	1.748
R	.735					
R Square	.540					
Adjusted R Square	.528					
Durbin-Watson	2.146					
F Value	44.917					

Source: Survey Data (2025)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level.

The regression model yielded an R value of 0.735 indicating a strong positive correlation between the independent variables and customer engagement. The R Square value of 0.540 indicates that 54% of the variance in customer engagement can be explained by the combined effect of the independent variables namely social interaction, service provider interaction, self-concept, functional information and entertaining information. The Adjusted R Square which accounts for the number of predictors in the model is 0.528 indicating that the model remains robust even after adjusting for potential overfitting. The Durbin-Watson statistic of 2.146 falls within the acceptable range of 1.5 to 2.5 indicating that there is no significant autocorrelation in the residuals thereby supporting the independence of observations in the model.

The F-value of 44.917 with a corresponding p-value less than 0.05 indicates that the overall regression model is statistically significant confirming that the independent variables collectively is significant effect on customer engagement. The variance inflation factor (VIF) values for all independent variables range from 1.616 to 3.395 which are well below the threshold of 10. This indicates that multicollinearity is not a concern in this model as the independent variables are not excessively correlated with each other ensuring the reliability of the regression coefficients. The regression coefficients provide insight into the individual contributions of each independent variable to customer engagement. Social interaction, self-concept and functional information show no significant effect on customer engagement at Steel Gym.

The standardized coefficient (Beta) for service provider interaction is 0.202 with a t-value of 3.135 and a significance level of 0.002 ($p < 0.01$). This result indicates that service provider interaction is a statistically significant positive effect on customer engagement at the 1% significance level. This finding highlights the importance of interactions with service providers in fostering customer engagement through social media marketing content. The positive relationship between service provider interaction and customer engagement emerges because Steel Gym maintains consistent professional communication through its social media channels. Trainers and staff actively respond to customer inquiries with personalized advice creating a sense of individual attention. The gym regularly shares expert demonstrations of proper techniques which establishes credibility while addressing common fitness concerns. This approach fosters trust and encourages customers to view the gym as a reliable source of professional guidance rather than just a service provider. The gym implements structured protocols where trainers dedicate specific hours to social media engagement ensuring timely and knowledgeable responses for service provider interactions.

The standardized coefficient (Beta) for entertaining information is 0.477 with a t-value of 7.355 and a significance level of 0.000 ($p < 0.01$). This result indicates that entertaining information is a statistically significant positive effect on customer engagement at the 1% significance level. Entertaining information is the largest Beta coefficient among the independent variables indicating that it is the strongest predictor of customer engagement in this model. Entertaining information performs exceptionally well because Steel Gym creates lighthearted relatable posts that align with current fitness trends and local humor. The content develops humorous memes about workout struggles and

motivational challenges that resonate with members daily experiences. By blending fitness concepts with entertaining formats the gym makes health education enjoyable rather than instructional. This style of content naturally encourages sharing and discussion among followers as it provides both amusement and community bonding opportunities. The entertaining information derives from a dedicated creative team that studies member preferences and adapts popular culture references to fitness contexts. Both content types benefit from the gym practice of monitoring feedback and adjusting content based on observable engagement patterns creating a responsive communication cycle that continually improves relevance to the audience.

4.3 Analysis on the Effect of Customer Engagement on Continuous Usage Intention

To examine the effect of customer engagement on continuous usage intention at Steel Gym, a simple linear regression analysis is conducted with customer engagement as the independent variable and continuous usage intention as the dependent variable. To achieve the second objective, the results of the regression analysis are presented in Table (4.10).

Table (4.10) Effect of Customer Engagement on Continuous Usage Intention

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.	VIF
	B	Std. Error				
(Constant)	1.169	.221		5.283		
CustomerEngagement	.696***	.060	.640	11.641	.000	1.000
R				.640		
R Square				.410		
Adjusted R Square				.407		
Durbin-Watson				1.774		
F Value				135.512		

Source: Survey Data (2025)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level.

The regression model yielded an R value of 0.640 indicating a moderately strong positive correlation between customer engagement and continuous usage intention. The R

Square value of 0.410 indicates that 41% of the variance in continuous usage intention can be explained by customer engagement. The Adjusted R Square which adjusts for the number of predictors in the model is 0.407 indicating that the model remains robust even after accounting for potential overfitting. The Durbin-Watson statistic of 1.774 falls within the acceptable range of 1.5 to 2.5 indicating that there is no significant autocorrelation in the residuals thereby supporting the independence of observations in the model.

The F-value of 135.512 with a corresponding p-value less than 0.05 indicates that the overall regression model is statistically significant confirming that customer engagement is a significant effect on continuous usage intention. The variance inflation factor (VIF) for customer engagement is 1.000 which is the minimum possible value as this is a simple linear regression with only one independent variable. This confirms the absence of multicollinearity which is expected in a model with a single predictor ensuring the reliability of the regression coefficient. The regression coefficients provide insight into the effect of customer engagement on continuous usage intention. The standardized coefficient (Beta) for customer engagement is 0.640 with a t-value of 11.641 and a significance level of 0.000 ($p < 0.01$). This result indicates that customer engagement is a statistically significant positive effect on continuous usage intention at the 1% significance level.

The gym management can leverage to justify investments in engagement-centric such as implementing data-driven customization to deepen emotional connections with members. Organizing member challenges or social events to foster peer relationships and a sense of belonging. Actively soliciting and acting on customer input to reinforce perceived value and co-creation. Steel Gym can differentiate itself by systematically measuring and optimizing engagement metrics as leading indicators of long-term profitability. This analysis provides Steel Gym with prioritizing customer engagement as a strategic linchpin. The gym not only enhances immediate customer satisfaction but also secures sustainable competitive advantage through elevated retention rates and lifetime customer value.

4.4 Analysis on the Moderating Effect of Health Literacy on the Relationship Between Customer Engagement and Continuous Usage Intention

To analyze the moderating effect of health literacy on the relationship between customer engagement and continuous usage intention among members of Steel Gym, a

hierarchical multiple regression analysis is conducted. This approach is employed to achieve the third research objective which seeks to examine whether health literacy moderates the relationship between customer engagement (the independent variable) and continuous usage intention (the dependent variable). The analysis is conducted in two stages Model 1 includes the direct effects of customer engagement and health literacy on continuous usage intention while Model 2 introduces the interaction term between customer engagement and health literacy to test the moderating effect. The results of the regression analysis are presented in Table (4.11) which illustrates the moderating role of health literacy in the relationship between customer engagement and continuous usage intention.

Table (4.11) Moderating Effect of Health Literacy on the Relationship Between Customer Engagement and Continuous Usage Intention

Variable	Model 1				Model 2			
	Unstandardized Coefficients		Standardized Coefficient (Beta)	Sig	Unstandardized Coefficients		Standardized Coefficient (Beta)	Sig
	B	Std. Error			B	Std. Error		
(Constant)	.136	.241		.572	-3.277	1.038		.002
Customer Engagement	.333***	.072	.307	.000	1.352***	.310	1.244	.000
Health Literacy	.609***	.082	.491	.000	1.480***	.270	1.194	.000
CE _ HL					-.257***	.076	-1.514	.001
R Square	.540				.566			
Adjusted R Square	.535				.559			
F-value	113.798				83.730			

Source: Survey Data (2025)

Notes: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level.

The regression analysis demonstrates the moderating role of health literacy in the relationship between customer engagement and continuous usage intention. Model 1

reveals statistically significant positive effects for both customer engagement ($\beta = 0.307$, $p < 0.01$) and health literacy ($\beta = 0.491$, $p < 0.01$) on continuous usage intention with the model explaining 54.0% of the variance ($R^2 = 0.540$, adjusted $R^2 = 0.535$). The introduction of the interaction term (Customer Engagement \times Health Literacy) in Model 2 produces a significant negative moderating effect ($\beta = -1.514$, $p < 0.01$) increasing the explanatory power to $R^2 = 0.566$ (adjusted $R^2 = 0.559$). This negative coefficient indicates that the positive relationship between customer engagement and continuous usage intention weakens as health literacy levels rise implying that individuals with greater health knowledge demonstrate reduced reliance on engagement-based factors when forming usage intentions. The 2.6% incremental variance explained by the interaction term while relatively small achieves statistical significance and confirms health literacy's function as a boundary condition in this relationship. Both models show statistical significance ($F = 113.798$ for Model 1; $F = 83.730$ for Model 2, $p < 0.01$), validating the robustness of these findings.

These results are clear implications for health service providers such as members with lower health literacy derive greater benefit from engagement initiatives while those with higher health literacy exhibit more self-sufficient decision-making patterns. The analysis contributes to theoretical frameworks by empirically establishing health literacy as a moderating variable that alters the strength of the engagement-intention relationship consistent with principles of self-determination theory where intrinsic knowledge reduces dependence on external motivational factors. This evidence supports the development of differentiated communication approaches based on member health literacy levels with more guidance-oriented content for novice users and autonomy-supportive materials for health-literate members. The findings provide a quantitative basis for optimizing resource allocation in member retention programs according to demonstrated literacy-based needs.

The analysis compares two models with Model 1 examining the direct effects and Model 2 incorporating the interaction term to test moderation effects. Model 1 reveals that both customer engagement ($\beta = 0.307$, $p < 0.01$) and health literacy ($\beta = 0.491$, $p < 0.01$) exhibit significant positive relationships with continuous usage intention at the 1% significance level. The model explains 54.0% of the variance in continuous usage intention ($R^2 = 0.540$) indicating substantial explanatory power. The strong positive coefficients demonstrate that higher levels of both customer engagement and health literacy independently contribute to greater intention to continue service usage. The negative

coefficient for the interaction term ($\beta = -1.514$, $p < 0.01$) achieves statistical significance at the 1% level confirming health literacy's moderating effect. The model's explanatory power increases to 56.6% ($R^2 = 0.566$) with the interaction term accounting for an additional 2.6% of explained variance ($\Delta R^2 = 0.026$). The negative direction of moderation indicates that the positive relationship between customer engagement and continuous usage intention weakens as health literacy levels increase.

Steel Gym observes that health literacy partially alters the relationship between customer engagement and continuous usage intention. This occurs because health-literate individuals possess established fitness routines and self-management skills making them less dependent on external motivational content. The findings indicate that both customer engagement and health literacy independently contribute to continuous usage intention. Importantly, health literacy serves as a significant moderator weakening the positive effect of customer engagement as health literacy increases. For individuals with higher health literacy, the influence of customer engagement on their intention to continue using a service is less pronounced. Practically, this implies that interventions aimed at boosting continuous usage intention may need to be tailored differently for users with varying levels of health literacy. All main effects and the interaction term are statistically significant at the 1% level as indicated by the triple asterisks. The F-values for both models are high and significant supporting the overall fit of the regression models. The results support the hypothesis that health literacy moderates the relationship between customer engagement and continuous usage intention. This moderation effect should be considered when designing strategies to enhance customer retention especially in contexts where health literacy varies among users.

The gym recognizes this dynamic as a natural by product of member competency progression. As customers develop health expertise through continued gym participation their need for basic engagement content diminishes. This shift reflects successful member education rather than ineffective engagement practices. Steel Gym addresses the moderating role of health literacy by implementing differentiated engagement approaches that accommodate varying levels of member expertise. The gym develops tiered content frameworks distinguishing between foundational fitness guidance for novice members and advanced wellness resources for experienced practitioners. To support self-sufficient members, the gym provides self-directed training tools including customizable workout planners and expert-led tutorial libraries. These resources enable knowledgeable members to maintain independence while still benefiting from professional expertise.

CHAPTER 5

CONCLUSION

This chapter is the conclusion of the study. It is composed of three parts. There are findings and discussions, suggestions and recommendations and needs for further research of the study based on this study which is about the effect of social media marketing content on customer engagement and continuous usage intention of Steel Gym in Yangon.

5.1 Findings and Discussions

This study investigates the effect of social media marketing content on customer engagement at Steel Gym, employing multiple regression analysis to examine the relationships between five independent variables social interaction, service provider interaction, self-concept, functional information and entertaining information and the dependent variable, customer engagement. Additionally, descriptive statistics provide insights into respondents' perceptions of these variables as well as related constructs such as health literacy and continuous usage intention. This section presents and discusses the findings reconciling the regression outcomes with the descriptive results to offer a nuanced understanding of customer engagement dynamics.

The demographic characteristics of Steel Gym member base establish critical parameters for understanding how social media marketing content influences customer engagement and continuous usage intention. Steel Gym member composition reveals distinct patterns that inform social media marketing content development. The female members exceeds male members, reflecting the facility's emphasis on women's health initiatives and community-oriented fitness approaches. A substantial proportion of young to middle-aged adults indicates preference for visually engaging and interactive digital formats. The high representation of self-employed professionals points to demand for flexible content accessible outside conventional hours. Members' educational backgrounds primarily undergraduate and bachelor degree holders support the use of both practical and technically detailed fitness information. Nearly equal distribution between single and married members involves that accommodates individual and family-oriented wellness perspectives. Steel Gym tailors its social media marketing content to align with member

characteristics developing visual tutorials and efficient workout demonstrations that cater to younger and self-employed members' preferences for accessible time-sensitive material.

According to the descriptive statistics, respondents perceive that Steel Gym's social media marketing content consistently achieves customer preferences. Members demonstrate agree on the value of entertaining content which builds connections through relatable and enjoyable posts. Functional information is similarly well-regarded with practical health-related posts meeting member needs for timely and relevant guidance. Service provider interaction excels in making members feel valued through responsive communication though its role in emotional support remains secondary. Social interaction emerges as the most successful dimension strengthening community ties and facilitating direct engagement. Self-concept content while still positively received shows more variability due to its subjective nature with stronger alignment to group belonging than personal identity expression.

The interactive content fostering community connections receives particularly strong endorsement while practical health information and responsive service interactions also maintain high approval. Entertaining posts prove effective in building relatable connections and functional content meets expectations for useful health guidance. While self-concept materials show slightly more varied responses they still contribute positively to member identification with the gym community. Steel Gym's social media marketing content demonstrates consistent effectiveness across all engagement dimensions reflecting successful audience alignment. Interactive posts fostering peer connections and group belonging yield particularly strong engagement validating the emphasis on social connectivity. The gym successfully balances entertaining material with practical health information satisfying both emotional and functional member needs. Timely professional interactions maintain member satisfaction though opportunities exist to enhance emotional support components.

According to the multiple regression analysis, service provider interaction and entertaining information have positive and significant effect on customer engagement. Direct professional communication through digital channels builds meaningful connections while enjoyable content proves particularly effective in sustaining member interest. Other social media marketing content dimensions including social interaction, self-concept and functional information show no effect on engagement levels. These results find the gym's prioritize quality trainer-member exchanges and emotionally resonant content as these

approaches demonstrate the greatest capacity to foster participation. The gym benefits from focusing on these evidence-based approaches which align with relationship building theories and social media platform dynamics. This understanding enables refined content planning that balances proven engagement methods with comprehensive member needs coverage.

According to simple linear regression analysis, customer engagement significantly influences members intentions to continue using Steel Gym's services. These findings validate the importance of implementing engagement-focused initiatives such as personalized fitness programs, community events and responsive digital interactions to foster continuous usage intention. The results support prioritizing staff training in engagement-building competencies and refining service design to strengthen member relationships. For Steel Gym, this underscores the value of systematically measuring engagement to guide retention efforts and optimize customer experiences.

Both engagement initiatives and health knowledge independently contribute to membership retention, yet their combined effect follows a distinct pattern. Members possessing greater health competence exhibit decreased dependence on engagement-driven motivation as their existing knowledge facilitates self-directed fitness management. In contrast, members with limited health literacy demonstrate stronger responsiveness to guided engagement efforts. This dynamic necessitates distinct engagement frameworks structured support systems for developing members and self-guided resources for health-proficient individuals. Such an approach maintains engagement effectiveness across varying competency levels while preserving community cohesion. The gym's adaptation to these differences reinforces member retention through appropriately tailored interactions.

5.2 Suggestions and Recommendations

Based on the findings, the following suggestions and recommendations are proposed to enhance the effectiveness of social media marketing content in driving customer engagement and continuous usage intention for Steel Gym. Steel Gym should focus on creating personalized social media marketing content that caters to the diverse needs and preferences of its target audience. Steel Gym should prioritize initiatives that foster community building and peer connections through its digital platforms to strengthen social interaction as a key engagement dimension. The implementation of structured online

forums or member spotlight features could strengthen the sense of community belonging as evidenced by high agreement levels in customer engagement metrics. To enhance health literacy, implementing regular virtual fitness challenges with shared progress tracking could leverage members' positive engagement with interest-based connections. The gym should also continue leveraging social media effectively for user engagement while encouraging peer-driven member interactions. Training staff to facilitate and moderate these digital community spaces would ensure quality interactions align with brand values. These efforts should complement existing high-performing initiatives that already demonstrate strong member approval across all measured social interaction components.

To optimize social interaction outcomes, Steel Gym should implement structured community development initiatives including member-generated content platforms and interest-based subgroups while introducing interactive features such as live workout sessions and achievement recognition systems. These efforts require supporting quality measures through staff moderation and community guidelines. The approach aligns with social identity theory principles fostering peer connections that complement existing high-performance interaction patterns. Expected benefits include strengthened member relationships increased organic engagement and seamless integration of digital and physical community experiences.

Steel Gym should prioritize responsive and personalized digital communication to strengthen service provider interaction. The development of dedicated response protocols ensures consistent promptness in addressing member inquiries while staff training in empathetic online engagement enhances perceived value during interactions. Implementing structured feedback mechanisms and recognition systems for active participants further reinforces connection-building. These efforts should maintain the existing strengths in accessibility and responsiveness while expanding emotional support components to address feelings of loneliness identified as a relative weakness. Steel Gym should enhance digital communication through standardized response protocols and empathy training to strengthen service provider interactions while optimizing feedback systems and fostering emotional connections via personalized recognition. These improvements build upon existing strengths in responsiveness and accessibility addressing the need for greater emotional support. The approach aligns with social exchange theory principles promoting reciprocal value creation through quality digital engagement that increases member satisfaction and strengthens staff-member relationships.

Steel Gym should develop targeted content that reinforces members' personal fitness identities and values to strengthen self-concept alignment. The implementation of member success stories and progress-tracking features would enhance identification with the brand community while personalized goal-setting tools could improve alignment with individual self-images. Staff training should emphasize value-based communication techniques to better connect services with members' lifestyles. These initiatives build upon existing strengths in community belonging while addressing opportunities for improvement in personal value alignment and self-image reflection. Steel Gym should reinforce member-brand connections through identity-focused initiatives including transformation showcases and values-aligned campaigns while strengthening community features with shared challenges and member spotlights. Personalized tools that visualize progress and reflect individual fitness goals would further align services with member self-concepts. These approaches build upon existing community belonging strengths while addressing opportunities in personal value alignment supported by social identity theory principles. The implementation fosters deeper member identification enhances personal relevance of services and cultivates more meaningful progress experiences within the fitness community.

Steel Gym should enhance the functional information in its educational content by developing tiered information formats that cater to varying member knowledge levels while maintaining its strong performance in delivering relevant health insights. The implementation of interactive learning tools such as digestible video tutorials and quick-reference infographics improves information retention and accessibility. Regular content audits ensure the continued relevance and accuracy of health advice complemented by member feedback channels that help identify emerging information needs. These improvements build upon existing strengths in providing useful timely content while addressing opportunities to increase the practical application of health knowledge among members. Steel Gym should refine its educational content through tiered knowledge formats and interactive learning tools while implementing robust quality controls to maintain information relevance. The development of progressive learning pathways and visual summarization techniques enhances comprehension complemented by embedded Q&A features that address immediate member queries. Regular expert reviews and transparent sourcing practices preserve content credibility. These improvements leverage the health belief model to connect information delivery with practical workout applications

increasing member utilization of health knowledge while reinforcing the gym's position as a trusted wellness resource.

Steel Gym should develop interactive and engaging social media initiatives that foster community connections while maintaining enjoyment value to strengthen entertaining information. The implementation of themed challenges, user-generated content features and relatable fitness humor would build upon existing strengths in member identification and entertainment appeal. Staff training in content creation techniques that balance fun with brand alignment ensures consistent quality across platforms. These efforts should prioritize authentic engagement over gimmicks leveraging the gym's community atmosphere to create shareable, enjoyable content that reinforces member belonging. Steel Gym should cultivate engaging social media experiences through interactive fitness challenges, member spotlights and live trainer sessions to strengthen community connections. The development of relatable fitness humor, behind-the-scenes content and progress celebration formats would enhance entertainment value while maintaining brand authenticity. Implementing consistent voice guidelines and feedback mechanisms ensures content quality and member resonance. These initiatives grounded in social learning theory foster organic sharing, boost interaction and reinforce the gym's vibrant community identity.

5.3 Needs for Further Research

This study examines customer perspectives on Steel Gym social media marketing content on customer engagement. Future research should investigate employee viewpoints regarding content creation challenges, resource allocation and internal coordination processes. Additional exploration could analyze how frontline staff perceive the effectiveness of digital engagement initiatives in supporting member relationships and operational workflows. Such research would provide valuable insights into organizational implementation barriers, training needs and cross-departmental collaboration requirements for optimizing social media outcomes.

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APPENDIX-I

QUESTIONNAIRE

Dear Respondents,

My name is Thet Pine Htoo, and I am a Master of Business Administration (MBA) student specializing in Executive Management (EMBA) at the Department of Management Studies, Yangon University of Economics. As part of my thesis research, I am conducting a study to investigate the effect of social media marketing content on customer engagement and continuous usage intentions at Steel Gym.

Your participation in this survey is essential for understanding these dynamics and will significantly contribute to the success of my research. The survey is designed to gather your valuable insights and experiences regarding Steel Gym's social media platforms. Please be assured that all your responses will be kept confidential and used solely for academic purposes. You have the right to withdraw at any time. The survey should take approximately 10 minutes to complete.

I sincerely appreciate your valuable time and support. If you have any questions regarding this survey or the research, please do not hesitate to contact me. Email: thetpinehtoo26@gmail.com, Phone: +95 9424169441.

Sincerely,

Thet Pine Htoo

Section - A: Demographic Profile

Please choose the most relevant answer by ticking the boxes below

1. Gender

- Male
 Female

2. Age

- 21 - 30 years
 31 – 40 years
 41 - 50 years
 51 – 60 years
 Above 60 years

3. Profession

- Self-employed
 Private company employee
 Government employee
 Freelance
 Student
 Retired
 Others

4. Education Background

- High School
 Undergraduate
 Bachelor Degree
 Master Degree
 Doctorate / PhD

5. Marital Status

- Single
 Married

6. Monthly Income, MMK

- < 500,000 kyats
- 500,001 – 1,000,000 kyats
- 1,000,001 – 1,500,000 kyats
- 1,500,001 – 2,000,000 kyats
- Above 2,000,000 kyats

Section - B: Please rate your level of agreement to the following statements by ticking the number that corresponds to your choice.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Social Media Marketing Content						
Social Interaction		1	2	3	4	5
1.	I can interact with people like myself through this brand.					
2.	I get to know interesting people with the same background through this brand.					
3.	I feel a sense of community with other users of this brand.					
4.	This brand helps me connect with people who share similar interests.					
5.	I enjoy engaging with other users through this brand's social media platforms.					

Service Provider Interaction		1	2	3	4	5
1.	I feel less lonely because I can interact with this brand through their Instagram account.					
2.	I can easily give feedback to this brand through their social media platforms.					
3.	The brand responds promptly to my queries or comments on social media.					
4.	I feel valued as a customer when interacting with this brand online.					
5.	The brand's social media presence makes me feel more connected to them.					
Self-Concept		1	2	3	4	5
1.	I can identify myself well with other users of this brand.					
2.	The services provided by this brand help me solve my health-related issues.					
3.	This brand aligns with my personal values and lifestyle.					
4.	I feel a sense of belonging when using this brand's services.					
5.	The brand's offerings reflect my self-image and goals.					
Functional Information		1	2	3	4	5
1.	The content shared on the brand's Instagram account helps me understand health issues in general.					
2.	The content shared on the Instagram account is essential for my health and well-being.					
3.	The brand's social media content discusses recent and relevant information.					
4.	I find the health-related tips and advice shared by the brand useful.					
5.	The content on the brand's social media accounts is informative and educational.					

Entertaining Information		1	2	3	4	5
1.	I get to know new people like myself through this brand's social media content.					
2.	I find the content shared by this brand entertaining and enjoyable.					
3.	I can identify myself well with the content and users of this brand.					
4.	The brand's social media content is fun and engaging.					
5.	I enjoy the entertaining aspects of this brand's social media presence.					
Customer Engagement		1	2	3	4	5
1.	I love interacting with this brand through their social media accounts.					
2.	I spend time looking at the brand's social media content regularly.					
3.	I enjoy participating in promotions or events hosted by this brand.					
4.	I actively engage with other users through this brand's social media platforms.					
5.	I would recommend this brand's social media accounts to others.					
Health Literacy		1	2	3	4	5
1.	The health-related knowledge shared by the brand interests me in using their fitness services.					
2.	The content on the brand's social media accounts is relevant to my health issues.					
3.	The content provided by the brand helps me better understand my own health.					
4.	I feel more informed about health and fitness after following this brand.					
5.	The brand's content motivates me to take better care of my health.					

Continuous Usage Intention		1	2	3	4	5
1.	I believe this brand is my first choice for relevant products or services.					
2.	I will choose this brand the next time I need products or services in this category.					
3.	I am willing to try new products or services offered by this brand.					
4.	I plan to continue using this brand's services in the future.					
5.	I am loyal to this brand and prefer it over competitors.					

APPENDIX-II

Effect of Social Media Marketing Content on Customer Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.540	.528	.34190

a. Predictors: (Constant), EntertainingInformation, SelfConcept, SocialInteraction, ServiceProviderInteraction, FunctionallInformation

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.254	5	5.251	44.917	.000 ^b
	Residual	22.328	191	.117		
	Total	48.581	196			

a. Dependent Variable: CustomerEngagement

b. Predictors: (Constant), EntertainingInformation, SelfConcept, SocialInteraction, ServiceProviderInteraction, FunctionallInformation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.495	.338		-1.465	.145
	SocialInteraction	.015	.131	.009	.112	.911
	ServiceProviderInteraction	.242 ^{***}	.077	.202	3.135	.002
	SelfConcept	.084	.064	.081	1.304	.194
	FunctionallInformation	.149	.107	.125	1.386	.167
	EntertainingInformation	.598 ^{***}	.081	.477	7.355	.000

a. Dependent Variable: CustomerEngagement

Effect of Customer Engagement on Continuous Usage Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640 ^a	.410	.407	.41669

a. Predictors: (Constant), CustomerEngagement

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.529	1	23.529	135.512	.000 ^b
	Residual	33.858	195	.174		
	Total	57.387	196			

a. Dependent Variable: ContinuousUsageIntention

b. Predictors: (Constant), CustomerEngagement

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.169	.221		5.283	.000
	CustomerEngagement	.696 ^{***}	.060	.640	11.641	.000

a. Dependent Variable: ContinuousUsageIntention

Moderating Effect of Health Literacy on the Relationship Between Customer Engagement and Continuous Usage Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.735 ^a	.540	.535	.36894	2.131

a. Predictors: (Constant), HealthLiteracy, CustomerEngagement

b. Dependent Variable: ContinuousUsageIntention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.980	2	15.490	113.798	.000 ^b
	Residual	26.407	194	.136		
	Total	57.387	196			

a. Dependent Variable: ContinuousUsageIntention

b. Predictors: (Constant), HealthLiteracy, CustomerEngagement

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.136	.241		.567	.572		
	CustomerEngagement	.333 ^{***}	.072	.307	4.618	.000	.538	1.858
	HealthLiteracy	.609 ^{***}	.082	.491	7.399	.000	.538	1.858

a. Dependent Variable: ContinuousUsageIntention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.752 ^a	.566	.559	.35944	2.128

a. Predictors: (Constant), CEandHL_intergration, HealthLiteracy, CustomerEngagement

b. Dependent Variable: ContinuousUsageIntention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.452	3	10.817	83.730	.000 ^b
	Residual	24.935	193	.129		
	Total	57.387	196			

a. Dependent Variable: ContinuousUsageIntention

b. Predictors: (Constant), CEandHL_intergration, HealthLiteracy, CustomerEngagement

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3.277	1.038		-3.157	.002		
	CustomerEngagement	1.352 ^{***}	.310	1.244	4.363	.000	.028	36.094
	HealthLiteracy	1.480 ^{***}	.270	1.194	5.477	.000	.047	21.103
	CEandHL_intergration	-.257 ^{***}	.076	-1.514	-3.376	.001	.011	89.366

a. Dependent Variable: ContinuousUsageIntention