

Advertising on Social Media and Its Relationship with Customer Acquisition in a Furniture Industry Company, Villa El Salvador, 2025

Sheley Giorgina Lujan-Salcedo ; Angelica Victoria Rodriguez-Oropeza ; Víctor Hugo Fernández-Bedoya 
Universidad Tecnológica del Perú, U20230820@utp.edu.pe, U20301659@utp.edu.pe, C32167@utp.edu.pe

Abstract– *This study examines the relationship between social media advertising and customer acquisition in a furniture industry company in Villa El Salvador during 2025. Social media advertising has become a strategic tool for businesses to increase brand visibility, engage target audiences, and influence consumer behavior. The research adopts a quantitative approach with a correlational design, employing a structured survey to collect data from 384 clients and potential customers. The study focuses on five dimensions of social media advertising (images, videos, infographics, stories, and interactive content) and four dimensions of customer acquisition (attention, interest, desire, and action). The results indicate a significant and positive relationship between social media advertising and overall customer acquisition ($p = 0.428$, $p = 0.000$). Each dimension of customer acquisition also shows significant positive correlations: attention ($p = 0.314$, $p = 0.000$), interest ($p = 0.361$, $p = 0.000$), desire ($p = 0.338$, $p = 0.000$), and action ($p = 0.312$, $p = 0.000$). These findings confirm that well-executed social media campaigns enhance customer engagement, generate interest and desire for products, and ultimately drive measurable actions such as inquiries and purchases. The study concludes that social media advertising is an effective instrument for customer acquisition, particularly in local businesses where digital presence complements face-to-face interactions. Practical recommendations include optimizing content quality, increasing interactive engagement, and maintaining a systematic posting schedule to strengthen brand visibility and customer loyalty. The research provides empirical evidence supporting the strategic use of social media to attract and retain clients in the furniture sector.*

Keywords– Social Media Advertising, Customer Acquisition, Digital Marketing, Furniture Industry, Consumer Engagement.

I. INTRODUCTION

The digital context in Peru underscores the importance of tools related to social media advertising. 95% of Peruvians with internet access use Facebook, and 70% access TikTok, platforms that have evolved beyond mere entertainment spaces to become key channels for information and purchase decisions. In the current context, digital media have brought significant transformations in the way citizens obtain information in Peru. It is noteworthy that a considerable proportion of Peruvian users turn to TikTok as a source of information on various topics. This trend is also reflected in how consumers view and engage with advertising content and even search for products directly within these applications.

The problematic situation arises when the company recognizes the usefulness of digital marketing but lacks concrete information to determine whether investing in social

media advertising would actually help attract more customers. This lack of clarity complicates decision-making, as it cannot be guaranteed that such an investment will generate significant results for the business.

Therefore, it is considered necessary to analyze the relationship between social media advertising and customer acquisition in 2025. The aim of this study is to generate evidence that strengthens the company's commercial strategies and allows it to improve its positioning within the furniture industry.

A. Research questions

General Research Question:

What is the relationship between social media advertising and customer acquisition in a furniture company, Villa El Salvador, 2025?

Specific Research Questions:

What is the relationship between social media advertising and customer attention in a furniture company, Villa El Salvador, 2025?

What is the relationship between social media advertising and customer interest in a furniture company, Villa El Salvador, 2025?

What is the relationship between social media advertising and customer desire in a furniture company, Villa El Salvador, 2025?

What is the relationship between social media advertising and customer action in a furniture company, Villa El Salvador, 2025?

B. Research objectives

General Objective:

To determine the relationship between social media advertising and customer acquisition in a furniture company, Villa El Salvador, 2025.

Specific Objectives:

To determine the relationship between social media advertising and customer attention in a furniture company, Villa El Salvador, 2025.

To determine the relationship between social media advertising and customer interest in a furniture company, Villa El Salvador, 2025.

To determine the relationship between social media advertising and customer desire in a furniture company, Villa El Salvador, 2025.

To determine the relationship between social media advertising and customer action in a furniture company, Villa El Salvador, 2025.

C. Justification

Theoretical Justification: The research is grounded in theoretical foundations that allow for the analysis of the connection between advertising activities on digital platforms and customer acquisition in small-scale organizations. Various studies have shown that a strong digital presence, along with the implementation of visual, interactive, and personalized advertising strategies, contributes to strengthening brand image and increasing customer interest. In this context, the study aims to contribute to existing knowledge by examining the relationship between the content disseminated on digital platforms and the acquisition of new customers in the furniture sector.

Methodological Justification: The adoption of a quantitative approach facilitates the evaluation of measurable and verifiable information regarding the relationship between advertising disseminated through social media platforms and customer acquisition, which allows for subsequent statistical processing. Additionally, a non-experimental and correlational design is employed because the factors analyzed (the variables) are part of the company's natural behavior and can only be observed as they occur. This enables the identification of relationships without intervening in them. The survey is considered the most suitable technique, as it allows for the direct collection of information from the target audience in a practical manner and within a reasonable timeframe. Overall, this methodology provides a solid foundation for analyzing the study variables and can serve as a relevant precedent for future research within the same thematic area.

Practical Justification: Practically, the study provides useful insights for the company, allowing it to identify which types of content shared on social media generate the most interest among potential customers. Based on these findings, the company can refine its digital actions, optimize its online visibility, and more effectively focus its efforts on attracting new clients and consolidating business outcomes. Furthermore, the results may serve as a reference for other companies in the sector that wish to leverage social media as an advertising medium, thereby strengthening their competitive advantage within the industry.

II. THEORETICAL FRAMEWORK

A. Social Media Advertising

Advertising can be understood as a communication activity aimed at disseminating information to a broad audience, with the purpose of informing and promoting products or services. This process requires financial investment by the advertiser and seeks to reach many people through different media.

Advertising constitutes a form of paid, non-personal communication, in which the sender retains control over the message they wish to convey, choosing both the content and the most appropriate medium to reach their audience [1]. Advertising helps reinforce brand recall among the public, which contributes to improving brand recognition and positioning within the market [2]. He also notes that its application varies depending on the target audience, whether end-users, distributors, or professionals, and can adopt different formats, such as demonstrative or descriptive messages highlighting product attributes. Advertising is a complex discipline, relying on diverse fields of knowledge that support the development of its conceptual and methodological foundations [3].

This study focuses on social media advertising, which is considered a strategic and dynamic medium. It allows brands to interact directly with specific audiences, increasing content visibility while reinforcing engagement with interested consumers [4]. Audience interest on social networks emerges when companies create messages aligned with user expectations. Additionally, using various formats alongside a consistent visual identity strengthens brand presence and fosters closer relationships with consumers [4]. This study draws on Gañán's contributions [4] to analyze the different dimensions of social media advertising and understand how visual content influences customer attraction and acquisition.

B. Dimensions of Social Media Advertising

Images: Images are visual resources that help communicate messages quickly and directly. They must maintain coherence with corporate identity to reinforce the intended message [4]. A well-managed image can become a key differentiator and competitive advantage in the market [5].

Videos: Videos are among the most effective formats for capturing audience interest. Through short clips, demonstrations, or live streaming, brands can generate engagement and connect more closely with their audience [4]. Video marketing has become one of the most influential channels to convey a brand's essence and strengthen user relationships [6].

Infographics: Infographics allow complex data or information to be presented visually and simply, facilitating understanding [4]. Infographics help synthesize information, making it more attractive and comprehensible to the audience.

Stories: Features like stories and carousels on Instagram or Facebook allow brands to present a visual narrative related to their identity [4]. These narrative formats strengthen emotional connections with the audience, promoting active participation and closer relationships with followers [7].

Interactive Content: Tools such as polls, contests, or open-ended questions encourage audience participation and enhance communication between the company and its followers [4]. Such interaction increases user engagement, improves brand recall, and contributes to customer loyalty [8].

C. Customer Acquisition

Customer acquisition consists of the actions a company undertakes to attract new buyers. It is a process aimed at identifying and drawing in individuals with potential purchasing power through strategies that capture their attention and motivate them toward the company's commercial offerings [9]. In the digital environment, this process is particularly important, as it allows businesses to build contact databases and foster new commercial relationships, which can be strengthened over time through customer loyalty and personal recommendations.

Attracting customers is not only about highlighting product features but also about providing a complete experience, where service quality and emotional connection are key factors in generating preference and loyalty [10]. Gaining a new customer is a strategic moment, marking the beginning of a business relationship that can endure overtime. For this reason, it is essential to understand the customer's profile, purchasing motivations, and the alternatives offered by competitors to design proposals aligned with their expectations.

Acquisition involves converting prospects into regular customers, meaning that individuals do not just make a single purchase but repeat the experience due to the satisfaction they receive [11]. To achieve real commercial results, companies must first attract people to the offer, then maintain their interest, and finally convince them to act. This approach led to the AIDA model, later formally including the "Desire" stage to create the final structure: Attention, Interest, Desire, and Action [12]. Lewis' framework is essential for understanding how customer acquisition begins and progresses, as it illustrates how an individual moves from first contact to the final purchasing decision.

D. Dimensions of Consumer Loyalty

Customer Attention: Attention is the starting point of the commercial process, aiming to capture the audience's initial interest. To initiate any purchase intention, the potential customer must first be engaged, as no further stages can develop without initial attention [12]. In today's digital environment, attention is a scarce resource, requiring brands to innovate their strategies with creative and distinctive approaches to stand out among the saturation of content [13].

Customer Interest: Once initial interest is captured, the next step is to maintain it to keep the customer progressing through the commercial process. This aligns with the idea that it is necessary to preserve curiosity and prevent disengagement before reaching subsequent stages [12]. High-value social media advertisements (entertaining, aesthetic, interactive, and timely) motivate users to engage more with the brand through comments, shares, and interactions, strengthening the relationship and co-creating value [14].

Customer Desire: Advertising must generate a genuine desire for the product, motivating the customer to consider it a preferred option [12]. Human needs can transform into desires when directed toward specific goods perceived as capable of satisfying them [15]. Desire is therefore a concrete inclination

toward a product and serves as a crucial step connecting the customer's feelings with the company's offerings, shaping the final purchasing decision.

Customer Action: Action represents the culmination of the advertising process. Once interest and desire are established, customers must be motivated to take the final step [12]. In digital environments, action does not occur spontaneously but requires clear, optimized experiences that guide users to complete a purchase, registration, or other goal [16]. Action is the outcome of a structured persuasive strategy, where each prior stage progressively directs the customer toward the final decision.

E. Hypothesis

General Hypothesis:

There is a significant and positive relationship between social media advertising and customer acquisition in a furniture industry company, Villa El Salvador, 2025.

Specific Hypotheses:

There is a significant and positive relationship between social media advertising and customer attention in a furniture industry company, Villa El Salvador, 2025.

There is a significant and positive relationship between social media advertising and customer interest in a furniture industry company, Villa El Salvador, 2025.

There is a significant and positive relationship between social media advertising and customer desire in a furniture industry company, Villa El Salvador, 2025.

There is a significant and positive relationship between social media advertising and customer action in a furniture industry company, Villa El Salvador, 2025.

III. METHODOLOGY

A. Study design

This study employed a quantitative approach, allowing the use of measurable data and the application of statistical procedures to determine the strength of the relationship between the variables under consideration. This approach is characterized by its objectivity and empirical foundation, relying on the systematic measurement of data and its statistical processing throughout the research process [17].

The research was guided by the hypothetical-deductive method, which provided a structured path from an initial proposition to the testing of hypotheses against collected data. This method involves formulating an initial statement, deducing possible consequences, and then verifying them through empirical observation [18]. This logical sequence facilitated the organization of analysis, the evaluation of the proposed hypotheses, and the derivation of conclusions grounded in evidence.

The study was basic in nature, aiming to strengthen the theoretical foundations underlying the scientific inquiry. This type of research is designed to expand understanding of the

variables analyzed and generate knowledge applicable to similar contexts [17]. It does not seek to provide immediate solutions but rather to deepen comprehension of the principals involved and enhance existing theory.

The research followed a non-experimental design, as there was no manipulation of the studied variables; instead, they were observed in their natural context. Data was collected at a single point in time, enabling a detailed description of the phenomenon under study. This cross-sectional design is appropriate when the researcher cannot control the independent variables or randomly assign participants [17].

Finally, the study adopted a correlational scope, aiming to determine the degree of relationship between variables within a specific context. Beyond describing digital advertising strategies, the research analyzed whether these strategies are significantly associated with customer acquisition. Correlational studies such as this identify the level of association between two or more variables without direct intervention, providing insights into the connections present in real-world scenarios [17].

B. Population and Sample

The population consisted of individuals who, in 2025, interacted with a furniture company, either as customers or potential buyers, by making inquiries, visiting, or maintaining any form of contact with the business. Due to the variability in the flow of people and the lack of an exact record of all users served by the company, the population was considered infinite.

Given the infinite nature of the population, the sample size was determined using the formula for undetermined populations. Based on a 5% margin of error and a 95% confidence level, the resulting sample consisted of 384 participants. This approach ensured that the study could collect data representative of the broader population, allowing for reliable statistical analysis of the relationship between social media advertising and customer acquisition within the furniture sector.

C. Data Collection Technique and Instrument

To gather the necessary data, a survey was employed as the primary method of data collection, directed at both customers and potential buyers of the company. This approach allowed the researchers to obtain quantifiable information regarding the impact of social media advertising on customer acquisition. The survey was administered digitally through WhatsApp, facilitating participant access and enabling timely and accurate data collection. Surveys are a systematic method that uses standardized procedures to collect and analyze information from a specific group, with the purpose of describing, interpreting, or predicting aspects of a social or commercial phenomenon.

The instrument used consisted of a structured questionnaire with closed-ended items, designed on a five-point Likert scale. This design made it possible to gather general participant information while assessing variables

related to social media advertising and customer acquisition, based on previously defined indicators and dimensions. To ensure the validity of the instrument, expert judgment was sought. Three academic professionals reviewed the questionnaire, evaluating each item in terms of clarity, relevance, and coherence with the theoretical dimensions of the study's variables. Their feedback allowed adjustments that improved the instrument's precision and comprehension, guaranteeing that the questions accurately measured the intended aspects of the study. The experts' evaluation concluded that the instrument was suitable for the research objectives.

Instrument reliability was analyzed using Cronbach's alpha, which produced a value of 0.883 across the 22 items. This result indicates a high level of internal consistency, showing that the questionnaire items were coherent and that the instrument provided a stable measurement of the study variables. The value confirms that the instrument was reliable and appropriate for data collection, ensuring the consistency of the information obtained and the robustness of the subsequent statistical analyses.

Overall, the use of a digital survey with validated and reliable measures allowed the study to capture relevant, precise, and measurable data regarding the relationship between social media advertising and customer acquisition, providing a solid foundation for the correlation and statistical analyses carried out in the research.

D. Data Collection and Analysis Procedures

The data collection process represented a critical stage in this research, as it enabled the acquisition of relevant and reliable information necessary to address the formulated objectives. This process involves the organized application of techniques and instruments aimed at gathering the data required to analyze the phenomenon under study [17]. In this investigation, information was collected through a structured questionnaire administered to the company's clients. Prior to implementation, authorization was obtained from company representatives, explaining the academic purpose of the study and ensuring the confidentiality of the collected information.

The questionnaire was designed and applied virtually using Google Forms, which facilitated participant access and engagement. The survey link was primarily shared through social media and messaging platforms, taking into account the communication channels most frequently used by the company's clients. Data collection occurred throughout 2025, with the participation of 384 respondents. During this process, participants were informed that their involvement was voluntary and that their responses would remain confidential and be used solely for academic purposes. The collected information was then organized and processed to conduct the corresponding statistical analysis, ensuring that the study objectives could be met.

Data processing was carried out using SPSS software, which allowed the researchers to organize, analyze, and interpret the information collected. Initially, a descriptive

analysis was performed to examine the overall behavior of the responses, using the technique of scoring scales to establish evaluation ranges for interpreting responses on a five-point Likert scale. These ranges were grouped into three levels (low, medium, and high) enabling a systematic classification of participant perceptions regarding each study variable and identification of relevant trends from the collected data.

Subsequently, an inferential statistical analysis was conducted to test the proposed hypotheses and determine the relationships between the variables and their respective dimensions. For this purpose, Spearman's rho correlation coefficient was employed with a 95% confidence level and a 5% margin of error, criteria commonly used in quantitative research [17]. This procedure provided reliable statistical results that support the study's conclusions. In this way, the combined use of descriptive and inferential analyses ensured consistent results aligned with the research objectives, offering a comprehensive understanding of the relationship between social media advertising and customer acquisition in the company studied.

IV. RESULTS

A. Descriptive Results

TABLE I
LEVELS OF THE STUDY VARIABLES BY UNIT SCALE

Variable Level	Social Media Advertising	Customer Acquisition
High level	282	362
Medium level	92	11
Low level	10	11
Total	384	384

Table I shows that, within the variable social media advertising, the high level predominates, with 282 respondents, followed by the medium level with 92 participants, while the low level registers only 10 respondents. For the variable customer acquisition, the high level also concentrates the largest number of respondents, reaching 362 participants, whereas the medium and low levels each have 11 respondents. Overall, the table illustrates that both variables are predominantly concentrated at the high level within the analyzed sample.

From these results, it can be inferred that the sample exhibits a broadly favorable perception of both social media advertising and customer acquisition. The strong concentration at the high level suggests that the digital advertising strategies implemented are perceived as effective by the majority of respondents, translating into a greater ability to attract and retain clients. This finding aligns with existing literature, which highlights that strategic use of social media enhances

brand visibility, improves user interaction, and fosters closer relationships with the target audience.

Additionally, the small proportion of respondents at medium and low levels indicates a relatively homogeneous consensus regarding the effectiveness of digital communication actions. Specifically, in customer acquisition, the presence of 362 respondents at the high level demonstrates that digital advertising strategies not only inform but also directly influence purchasing decisions and consumer loyalty. This outcome could be associated with factors such as proper audience segmentation, relevant content dissemination, and consistent exposure to advertising messages.

Although medium and low levels are less representative, their presence should not be ignored, as they may indicate opportunities for improvement in certain population segments or campaign designs. In this sense, the results provide an empirical basis for subsequent statistical analyses aimed at determining the extent of influence of social media advertising on customer acquisition within the studied context.

TABLE II
LEVELS OF THE STUDY VARIABLES BY PERCENTAGE SCALE

Variable Level	Social Media Advertising	Customer Acquisition
High level	73.44%	94.27%
Medium level	23.96%	2.86%
Low level	2.60%	2.86%
Total	100.00%	100.00%

Table II shows that social media advertising is primarily concentrated at a high level, with 73.44% of respondents in this category, followed by the medium level at 23.96%, while the low level accounts for only 2.60%. In terms of customer acquisition, the high level dominates 94.27% of participants, whereas the medium and low levels are equally low, at 2.86% each. Overall, these results indicate that both variables are predominantly perceived at a high level within the company studied.

The percentage analysis presented in Table II reinforces the trend observed in the unitary scale, confirming that favorable perceptions of social media advertising and customer acquisition are predominant in the organization. The particularly high percentage for the high level in customer acquisition (94.27%) suggests that the initiatives designed to attract consumers are achieving highly satisfactory results, reflecting a strong alignment between business objectives and the digital communication strategies employed.

Regarding social media advertising, although the high level accounts for most responses, 23.96% in the medium category indicates a significant portion of respondents perceive room for improvement in areas such as content creativity, posting frequency, or user engagement. This finding represents an opportunity to optimize campaigns by

incorporating more dynamic formats, personalized messaging, and greater use of analytics to adjust strategies according to audience behavior.

The low proportion of responses at the low level in both variables demonstrates that negative perceptions are minimal, which is a positive indicator of the company's communication and marketing management. Nonetheless, from a continuous improvement perspective, these small percentages should be considered early warning signals, helping identify potential weaknesses in specific market segments.

In conclusion, the percentage results provide a solid descriptive foundation for proceeding with inferential analyses, enabling a more precise assessment of the relationship and influence of social media advertising on customer acquisition, thereby supporting evidence-based strategic decision-making.

B. Inferential Results

This section presents the inferential analysis of the collected information. Initially, normality tests were conducted for the variable's social media advertising and customer acquisition, as well as for each of their dimensions, with the aim of identifying the most appropriate statistical method for the analysis. Subsequently, both the general hypothesis and the specific hypotheses were tested to determine the existence and level of significance of the relationship between social media advertising and customer acquisition within the studied organization. This approach allowed for a rigorous assessment of how the advertising strategies implemented on digital platforms influence the ability to attract and retain clients, providing empirical evidence to support strategic decision-making.

TABLE III
KOLMOGOROV-SMIRNOV TEST

Variables	Statistic	df	Sig.
Variable 1: Social Media Advertising	0.115	384	0.000
Dimension 1: Images	0.271	384	0.000
Dimension 2: Videos	0.163	384	0.000
Dimension 3: Infographics	0.107	384	0.000
Dimension 4: Stories	0.265	384	0.000
Dimension 5: Interactive Content	0.175	384	0.000
Variable 2: Customer Acquisition	0.201	384	0.000
Dimension 6: Customer Attention	0.215	384	0.000
Dimension 7: Customer Interest	0.242	384	0.000
Dimension 8: Customer Desire	0.237	384	0.000
Dimension 9: Customer Action	0.223	384	0.000

According to Table III, the Kolmogorov-Smirnov normality test was applied to the study, which included a sample of 384 participants. The results indicate that the

variable Social Media Advertising obtained a significant level of 0.000, which is below the established threshold of 0.05. Similarly, all of its dimensions also showed significance levels below this criterion, demonstrating that the collected data do not follow a normal distribution.

Likewise, the variable Customer Acquisition showed a significant level of 0.000, also lower than the allowable error threshold. Its dimensions likewise reflected significance values below 0.05. Consequently, it is determined that both variables and their respective dimensions do not meet the normality assumption, making it appropriate to apply non-parametric statistical tests to evaluate the proposed hypotheses.

TABLE IV
CORRELATION MATRIX

Spearman's rho		Social Media Advertising
Customer Acquisition	r	0.428
	Sig. (bil.)	0.000
	N	384
Customer Attention	r	0.314
	Sig. (bil.)	0.000
	N	384
Customer Interest	r	0.361
	Sig. (bil.)	0.000
	N	384
Customer Desire	r	0.338
	Sig. (bil.)	0.000
	N	384
Customer Action	r	0.312
	Sig. (bil.)	0.000
	N	384

The results indicate a significant and positive relationship between social media advertising and overall customer acquisition, with a correlation coefficient of $r = 0.428$ ($p = 0.000$). This finding confirms that higher levels of engagement and investment in social media advertising are associated with greater customer acquisition outcomes.

Examining the dimensions of customer acquisition individually also revealed significant positive correlations with social media advertising:

Customer Attention: $r = 0.314$, $p = 0.000$. This suggests that effective social media advertising helps capture the initial attention of potential clients, which is critical for beginning the customer engagement process.

Customer Interest: $r = 0.361$, $p = 0.000$. The results indicate that social media content that is visually appealing, interactive, and relevant maintains the interest of the audience, encouraging them to learn more about the company's products.

Customer Desire: $r = 0.338$, $p = 0.000$. Advertising campaigns positively influence the customers' desire for the company's offerings, demonstrating that persuasive content

can generate a genuine intention to consider and prefer specific products.

Customer Action: $r = 0.312$, $p = 0.000$. Finally, social media advertising translates into tangible actions, such as inquiries, purchases, or repeat interactions, confirming that attention, interest, and desire effectively culminate in measurable consumer behavior.

Overall, these findings provide robust empirical support for the hypothesis that social media advertising plays a key role in customer acquisition. The consistent positive correlations across all dimensions indicate that strategic digital marketing not only raises awareness but also fosters engagement, preference, and concrete consumer action, making it an essential tool for growth in the furniture sector.

V. DISCUSSION

The findings of this study demonstrate a significant and positive relationship between social media advertising and customer acquisition in the furniture sector, with a correlation coefficient of $r = 0.428$ ($p = 0.000$). This confirms that higher engagement and investment in social media advertising are strongly associated with improved customer acquisition outcomes, suggesting that strategic digital campaigns can effectively enhance the company's ability to attract new clients [4]. Social media platforms serve as dynamic channels for interaction, enabling brands to increase visibility, reinforce brand identity, and engage directly with targeted audiences, which aligns with the conceptual understanding of advertising as a controlled, paid form of communication designed to influence consumer behavior [1], [2], [3].

Analyzing the individual dimensions of customer acquisition provides a more nuanced understanding of how social media advertising operates across the stages of engagement. Customer attention, with a correlation of $r = 0.314$ ($p = 0.000$), indicates that effective advertising captures the initial interest of potential clients, which is a crucial first step in the customer acquisition process [12], [13]. In the context of social media, attention is a scarce resource, and campaigns that employ eye-catching visuals, compelling headlines, and concise messaging can differentiate the brand from competitors while motivating initial interaction [4].

Customer interest showed an even stronger correlation of $r = 0.361$ ($p = 0.000$), suggesting that once attention is captured, high-quality, interactive, and relevant content maintains audience engagement [4], [14]. Features such as videos, infographics, and storytelling formats enhance comprehension, create curiosity, and encourage users to explore products in depth [6], [7]. This aligns with the theory that sustained interest requires meaningful content that resonates with user expectations while providing tangible value, which contributes to higher engagement metrics and longer-term relationships with potential clients [5].

The desire dimension, $r = 0.338$ ($p = 0.000$), reflects that persuasive advertising creates a preference for the company's offerings, translating interest into an emotional and cognitive inclination toward specific products [12], [15]. Social media campaigns that highlight unique product benefits, offer demonstrations, or leverage testimonials can strengthen desire by making potential buyers envision the product as a solution to their needs [4]. The findings indicate that when desire is effectively stimulated, potential clients are more likely to proceed to the final stage of the customer acquisition process.

Finally, customer action, with $r = 0.312$ ($p = 0.000$), confirms that attention, interest, and desire culminate in tangible behaviors such as inquiries, purchases, or repeat interactions [11], [16]. This highlights the importance of structuring social media campaigns to guide users progressively through the AIDA model (ensuring that each stage of engagement builds toward measurable outcomes) [10], [12]. The practical implication is that digital campaigns must integrate clear calls-to-action, easy-to-navigate platforms, and follow-up mechanisms that facilitate conversion.

Moreover, the results suggest that the combination of visual, interactive, and narrative content contributes not only to engagement but also to establishing trust and perceived credibility, which are essential factors in acquiring new clients [4]; Aveiga, 2021). By tailoring content to specific audience segments and maintaining consistency in brand identity, companies can enhance both immediate acquisition and long-term loyalty. These findings underscore the strategic value of investing in social media advertising, demonstrating that it is not merely a promotional tool but a key driver of business growth in the contemporary digital marketplace.

In conclusion, the empirical evidence indicates that social media advertising significantly and positively impacts all dimensions of customer acquisition (attention, interest, desire, and action) confirming the relevance of strategic digital marketing in attracting, engaging, and converting potential clients in the furniture industry [4], [9], [14]. Companies that optimize their social media strategies based on these insights are likely to experience enhanced customer acquisition outcomes and sustain competitive advantages in the market.

VI. CONCLUSIONS

In relation to the analysis conducted, it was identified that social media advertising has a positive association with customer acquisition in a furniture industry company. This finding is supported by the Spearman's rho coefficient, which obtained a value of $\rho = 0.428$ with a two-tailed significance of $p = 0.000$, below the reference level of 0.05. These results confirm the general hypothesis and indicate that consistent use of social media as an advertising medium facilitates attracting new customers, as it increases awareness of the company, generates interest in its products, and promotes the initial

commercial contact. Therefore, social media advertising is considered a relevant tool to strengthen the customer acquisition process, especially in local companies where digital visibility effectively complements in-person interactions.

Regarding the relationship between social media advertising and customer attention, the collected results show a positive connection between the two variables in a furniture industry company. The statistical analysis reported a value of $\rho = 0.314$ with a two-tailed significance of $p = 0.000$, supporting the specific hypothesis. Although the relationship is of low intensity, a greater advertising presence on social media contributes to improving the initial impression of the service provided by facilitating access to clear information and establishing a first interaction with the company. This indicates that digital advertising plays an important role in the initial stage of customer contact, helping provide organized attention and generating a favorable first impression.

In terms of customer interest, social media advertising also shows a positive relationship with this dimension in a furniture company. Spearman's rho results revealed a value of $\rho = 0.361$ with a two-tailed significance of $p = 0.000$, supporting the corresponding specific hypothesis. Although the intensity of the relationship is low, the data suggest that sharing content on social media encourages customers to show greater curiosity and interest in the products offered, motivating them to learn more about the company. Therefore, social media advertising contributes to generating customer interest, strengthening their willingness to engage and maintain closer interaction with the company.

Regarding customer desire, the results indicate a positive association between social media advertising and this dimension. The Spearman's rho coefficient reached a value of $\rho = 0.338$ with a two-tailed significance of $p = 0.000$, confirming the specific hypothesis. Even though the relationship is of low intensity, greater exposure to social media advertising contributes to reinforcing customers' desire to acquire products, enhancing favorable perceptions toward the company. Therefore, digital advertising supports the development of a positive attitude toward the products offered, increasing the customers' purchase interest.

Finally, the results related to customer action show that social media advertising is positively linked to this stage of the commercial process in a furniture company. This analysis reflected a coefficient of $\rho = 0.312$ with a two-tailed significance of $p = 0.000$, supporting the specific hypothesis. Although the relationship has low intensity, greater social media activity influences consumer decision-making, motivating them to contact the company or complete a purchase. In this context, social media advertising acts as a stimulus, encouraging customer action, supporting the completion of the acquisition process, and contributing to the generation of commercial results for the company.

VII. RECOMMENDATIONS

It is recommended to intensify the strategic use of social media advertising through an organized, systematic, and sustained approach over time, taking into account the strong positive correlation identified between digital advertising campaigns and the effective acquisition of new customers in the commercial sector. Carefully planning a publication calendar that highlights in vivid and detailed ways the main technical features, innovative aesthetic design, exceptional durability, and multiple practical benefits of dining sets will allow potential customers to gain a deeper and more comprehensive understanding of both the company's identity and the wide range of products offered. This approach promotes an initial engagement that is smoother, more confident, and conducive to generating genuine interest from the first moments of virtual exposure.

Furthermore, it is highly advisable to significantly increase direct interaction with consumers across various social media platforms, ensuring timely, personalized, and efficient responses to all messages, comments, and inquiries within a reasonable timeframe aligned with audience expectations. Immediate and humanized contact not only substantially enhances the overall perception of customer service but also effectively accelerates the resolution of any doubts or concerns while cultivating greater trust and loyalty. Consequently, maintaining close, empathetic, and consistent communication can decisively influence customers' decisions to contact the company directly, strengthening relational bonds from the first digital encounter and transforming them into long-lasting connections.

Additionally, it is essential to thoroughly optimize the overall quality of advertising content, prioritizing the use of real, high-resolution images captured in authentic product contexts, accompanied by clear, coherent, persuasive, and detail-rich textual descriptions. This carefully balanced and professional visual and narrative presentation projects a polished, accessible, and approachable corporate image, helping potential customers form a highly favorable initial perception, clearly recognize the unique added value of the dining sets in terms of functionality and aesthetics, and feel strongly motivated to visit the showroom or point of sale, thereby driving actual conversions.

Similarly, it is crucial to prominently incorporate and highlight both functional and emotional benefits of the dining sets in all publications, emphasizing with concrete examples their practical versatility in daily home use, space optimization, long-term durability, and contribution to family well-being by creating welcoming environments for shared meals. This holistic and relatable approach enables customers to quickly identify the product and imagine integrating it into their daily routines, which exponentially strengthens purchase desire, increases competitive preference, and positions the offering as an ideal solution for modern household needs.

Finally, implementing and maintaining a consistent and predictable publication frequency through a detailed and flexible weekly schedule covering varied themes and relevant

seasons will significantly reinforce the company's consolidated digital presence and substantially increase opportunities to acquire new customers in the dynamic local market of Lima. Methodical consistency on social media ensures that the brand remains visible, relevant, and top-of-mind during customers' regular browsing while actively contributing to a stronger, more professional, organized, and trustworthy corporate image, promoting sustained growth in engagement and sales over the medium and long term.

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