A STUDY ON INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT

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INTRODUCTION

Customer engagement is the close and emotional relationship between the customer and a firm or firm’s brand. Engaged customers are buy more, promote the brand through word of mouth and they retain the brand’s customer as long lasting. Firm’s has to take many steps to maintain and retain the engaged customers for many reasons such as to get high profit, increase the equity, increase the turnover, increase sales, get goodwill etc.,

Customer engagement is a business communication between consumer and an organization (company or brand) through various channels of correspondence. This connection can be a reaction, interaction, effect or overall customer experience, which takes place online and offline. It encourage the customer to interact the experience them as a business and new brand. It advantages loyalty of the customer.

Importance of Customer Engagement

- Customer engagement is often the result of positive customer experiences.
- The form’s profit increased because of highly engaged customer.
- It enables trust with the customer
- It creates Commitment to excellent service
- Developing Better communication with the customer
- Maintaining Healthy customer relationships
- Provides Valuable customer knowledge
- Maintains Customer loyalty

Customer engagement not just represent the buying interactions, but all the ways the customer can exchange with the brand, before purchasing, after, during and even when he is not purchasing at all, when he is a non-customer. This represents the added-value of customer engagement compare to relationship marketing; it is existing on customers and potential ones.

Social Media Marketing

A group of internet-based applications that build on the ideological and technological foundations of the web 2.0 and that allow the creation and exchange of user generated content” (Kaplan & Haelein: 2010).

Solis claimed in 2007 that social media represented the socialization of the information and that is it the democratization of content and the understanding of the real role of the user. Indeed, it’s not just about reading the information but also the act of sharing and creates their own content to make others react and take part in the process. Also, social media stimulated communication, made it easier and more accessible for a vast audience of people according to the number of internet users nowadays. (Smith & Zook, 2011)

In this research the researcher studies about the social media marketing and the relationship between social media marketing and customer engagement.

REVIEW OF LITERATURE

Sofie Bitter et al (2014), Customer engagement behaviour in online social networks – the Facebook perspective, Int. J. Networking and Virtual Organisations, Vol. 14, Nos. 1/2, 2014. Online social networking has become an essential part of our daily life. It also has changed the way consumers receive and exchange company or brand-specific information. Accordingly, online social networking platforms have turned into an essential hub for companies to reach (potential) customers. Results confirm the suggested model and show that consumer’s self-brand relationship and interactions with friends affect customer engagement behaviour. Furthermore, moderating effects of trust, information privacy concerns, age and gender are confirmed.

Gorzata KarpiÅska-Krakowiak(2014), Conceptualising And Measuring Consumer Engagement In Social Media Implications For Personal Involvement, This paper aims at forwarding a new theoretical framework and developing a context free index to measure aggregate engagement with brands in social media. In the second study the results revealed a positive # albeit limited # correlation between personal involvement and consumer engagement. Such findings implied a complementary relationship between these variables and hence different possible implications and suggestions for future empirical research were presented.
OBJECTIVES OF THE STUDY

1. To find the factors determined customer engagement on social media marketing.
2. Find out the impact of customer engagement on social media marketing.

HYPOTHESES OF THE STUDY

1. There is no significant difference among the factors determining social media marketing.
2. There is no significant influence on social media marketing.

Influences of Social Media Marketing On Customer Engagement

The factors consist of seven variables and it subsequent influence over customer engagement is measured through linear multiple regression analysis. The results are presented below.
From the above table, it is found that R = 0.986, R square = 0.972, and adjusted R square = 0.971. This implies the reliability variable creates 98% variance over the customer engagement.

The cumulative influence of eight variables of reliability over customer engagement is ascertained through the following one-way analysis of variance.

**Table 2 – ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>3560.986</td>
<td>7</td>
<td>508.712</td>
<td>937.634</td>
<td>.000</td>
</tr>
<tr>
<td>1</td>
<td>Residual</td>
<td>192</td>
<td>.543</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3665.155</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer engagement
b. Predictors: (Constant), F7, F5, F3, F6, F1, F2, F4

Table 2 presents that f = 937.634, p = .000 are statistically significant at 5% level. This indicates all the seven variables cumulatively responsible for customer engagement. The individual influence of all these seven variables is clearly presented in the following coefficient table.

**Table 3 – Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-0.032</td>
<td>-0.140</td>
<td></td>
<td>.889</td>
</tr>
<tr>
<td>Brand relationship</td>
<td>-0.459</td>
<td>-0.137</td>
<td>-2.301</td>
<td>.022</td>
</tr>
<tr>
<td>Product relationship</td>
<td>0.124</td>
<td>0.030</td>
<td>0.528</td>
<td>.598</td>
</tr>
<tr>
<td>Informativeness</td>
<td>0.259</td>
<td>0.057</td>
<td>1.164</td>
<td>.246</td>
</tr>
<tr>
<td>commitment</td>
<td>0.964</td>
<td>0.288</td>
<td>4.808</td>
<td>.000</td>
</tr>
<tr>
<td>Trust</td>
<td>0.461</td>
<td>0.149</td>
<td>3.261</td>
<td>.001</td>
</tr>
<tr>
<td>Involvement</td>
<td>0.755</td>
<td>0.203</td>
<td>3.936</td>
<td>.000</td>
</tr>
<tr>
<td>satisfaction</td>
<td>1.758</td>
<td>0.431</td>
<td>8.926</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer engagement

From the above table, it is observed that Brand relationship (Beta = -0.137, t = -2.301, p = .022), Product relationship (Beta = 0.124, t = 0.528, p = .598), Informativeness (Beta = 0.259, t = 1.164, p = .246), commitment (Beta = 0.964, t = 4.808, p = .000), Trust (Beta = 0.461, t = 3.261, p = .001), and Involvement (Beta = 0.755, t = 3.936, p = .000) are statistically significant at 5% level. This indicates that the satisfaction of the customer and the commitment of the customer make the customer more engaged with social media marketing.

**METHODOLOGY**

The researcher applied simple random sampling method collect 500 respondents from different customers. They are required to respond to the questions pertaining to customer engagement on social media marketing.

After the collection of data, they are systematically transferred into numerical codings in the data sheet. The researcher used both univariate and multivariate statistical technique to relate the independent and dependent variable in particular linear multiple regression analysis, correlation analysis, analysis of variance and t-test to exactly measure the influence of customer engagement on social media marketing.

**FINDINGS AND CONCLUSIONS**

The above table finds that the customers are engaged with the social media marketing for the main factors such as brand relationship, product relationship, trust, satisfaction, commitment, involvement, and informativeness. The customer’s considered satisfaction with their purchase and commitment are the important factors than the other factors. They considered as least factors are brand relationship and product relationship.

Customer engagement creates a positive influence to the marketers. The sales and turnover increased because of high customer engagement. It increases the firm’s profit. The research concludes that the firm should have to give importance to develop customer engagement through hash tags, advertisements and offers. It maintains the...
good and long lasting relationship between the customer and marketer.

REFERENCES


Dokyun Lee et al (2014), The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook.


Gorzata KarpiÅśka-Krakowiak(2014), Conceptualising And Measuring Consumer Engagement In Social Media Implications For Personal Involvement.


Virginia Fani el al (2015), Social Media Marketing And Customer Engagement In The Italian Fashion Industry: Evidence Of An Empirical Research, DoI: 10.15444/GFMC2015.03.03.01.