

The Impact of Social Media on Customer Brand Engagement: A Critical Review

Rashmi

Research Scholar, Department of Management, DCRUST University, Murthal, Haryana

ABSTRACT- This paper researches the effect of interpersonal organization showcasing on buyer buy aim and how it is influenced by the intervening part of purchaser commitment. The study analyses data taken from 100 respondents purchasing through social media. The findings drawn from this study imply that marketers should respond to the rising importance of social networking sites because of their powerful influence on consumer purchase intention. This study expands on the existing research of social network marketing by investigating the indirect effect of consumer engagement on the relationship between social network marketing and consumer purchase intention in the context of cities of Haryana. The discoveries drawn from this investigation suggest that advertisers should react to the rising significance of person to person communication locales in light of their groundbreaking impact on purchaser buy aim. This examination develops the current research of informal community promoting by exploring the backhanded impact of buyer commitment on the connection between interpersonal organization advertising and customer buy aim with regards to urban communities of Haryana. The discoveries drawn from this investigation suggest that advertisers should react to the rising significance of long range interpersonal communication locales in light of their intense effect on shopper buy goal. This proposal can be actualized by organizations through the constant checking of customer worries by changing their web based showcasing methodologies.

Key Words:- Customer Engagement, Social Media, Social Network Marketing.

1. INTRODUCTION

With the progression of time, new modes and patterns of computerized innovations have started to infringe into conventional methods of working together. On the off chance that customary organizations and associations don't recognize the nearness and effect of advanced innovation on business such associations may stop to exist. Take the case of Nokia, a prevalent and solid maker of cell phones in the 1990s. Because of its hesitance to conform to the present innovation, Nokia is not any more a rival in versatile contraptions. Similarly, customary retailers are confronting a colossal test today the same number of more youthful ages of buyers are depending on web based shopping (Krbova and Pavelek, 2015). This change in way of life demonstrates that present pattern of living needs to recognize that the present method of correspondence has changed and customary organizations need to alter and suit to these progressions. The present reality is encompassed by innovation, specifically, high innovation; consequently, it is suitable to see how informal organization showcasing can affect buyer buy aim. Internet based life has turned into an ordinary media stage that interfaces 33% of the total populace (Nelson-Field and Taylor, 2012). It offers sponsors access to 80% of worldwide shopper consumptions, a \$29 trillion market (Nuttney, 2010). More than 15 million brands all around are enrolled with the internet based life locales, Facebook (Koetsier, 2013). Clients are immersed with an expansion of messages and advertisers won't prevail in their endeavors without a comprehension of how to adequately build their substance to encourage commitment (Lee, Hosanagar, and Nair, 2013). Experts have generally been at the front of endeavors to prompt organizations on their internet based life methodology. While the rundown of rules and procedures for internet based life showcasing

endeavors seems perpetual, scholastic research and experimental confirmation in the territory stays rare.

In such manner, interpersonal organizations have turned out to be slowly more integral to sharing and spreading data and thusly organizations are understanding the chance of giving data to their clients by building up informal organization data administrations. Henceforth, Social media systems like Facebook, Twitter, YouTube and so on are ending up increasingly essential in business correspondence. As indicated by thinks about, clients considered internet based life as a more dependable wellspring of data with respect to items and administrations than the corporate-supported interchanges transmitted by means of the customary components of advancement blend (Foux, 2006). Consequently, Customers are getting some distance from conventional wellsprings of correspondence, for example, squeeze, radio, TV utilized by different organizations to associate with them, and clients consistently request more control over the media content. Web based life satisfied their request by covering an extensive variety of online gatherings including web journals, organization supported sites and talk sheets, buyer to-customer messages, item or administration evaluations discussions, web exchange sheets and discussions, microblogs and person to person communication sites and so on. (Vollmer and Precourt, 2008). Similarly, considers proposed that client commitment (CE) is an essential key basic for creating brand value (Passikoff and Schultz, 2007). Henceforth, web based life channels have turned out to be imperative for the procedure of client commitment and the improvement of brand value.

Subsequently, this paper builds up another coordinated applied structure, looking for the part online life in building client commitment. The proposed demonstrate uses the five measurements of Aaker's notable theoretical system of brand value alongside mark character idea given by Burmann et al. (2009). The specialist present the client commitment through web based life.

3. REVIEW OF LITERATURE

1. Ateş Bayazıt Hayta (2013) studied that social media is on the most important tools communication channels. Consumers do access to

information about merchandise and ventures to be obtained according to require by methods for internet based life as it were. Additionally examined web based life which influences our live as of late that conveys another measurement to the Internet and decide the impacts of web-based social networking systems on acquiring practices of buyers.

2. Priyanka P. (2015) studied that social media can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

3. R.A.Gbadeyan (2010) study examined that there are opportunities for businesses in the market, businesses can grow with the help of social media marketing. Uses of SNS explored that organization can do direct marketing for online social network there are people who spend more time on SNS. Study also finds the reasons for people were using social networking sites due to safety concerned reason, technically inexperience due to lack of confidence in using internet, intellectual rejecters who feel waste of time.

4. Russell S. Winer (2008) described the different kinds of new media which was used by companies to engage customers that is social networking sites like Facebook, Myspace, Second Life, and You Tube and so forth have created maybe the most attention and furthermore portray challenges that these media were available from the points of view of the promoting chief where Marketers have been wary in utilizing this new medium in view of the hazard that individuals from a network will wind up annoyed from an over-commercialization of the site. The investigation additionally demonstrates that the development of these destinations has prompted the thought. Significance of Web 2.0 period where client produced substance and dialogs can make great networks that encourage the cooperations of individuals with basic interests.

5. Mehmood Rehmani (2011) studied because of social media it was easier for ecommerce marketers to communicate directly with their target audiences. This is due to people can take complete information of product also make comparison with different brands which results to buying of product

as per choice which leads to brand commitment. Study explored due to increasing number of mobile phone users and internet users, people tend to get influence for purchasing of products. The the examination expects to investigate the effect of internet based life on buy goal of cell phone clients in the urban communities of Haryana.

6. Tesfaye Nekatibeb (May 2012), Studied social media gives advantages of long-haul commitment amongst brands and shoppers likewise gave a chance to everybody to impart adequately and productively in a path extraordinary by some other media it can be considered as the specialized instrument of the advanced period..

7. Priti S. et al (2013) studied the effectiveness of placing brand communication on social networking sites which shows that there is effect of online comments and reviews of products/brands on the buying behavior of consumers. Study revealed that people do come across various advertisements on social networking sites also prefer to go through the online comments and reviews regarding the brand/products before buying the products for them brand communication on social networking sites plays important role to influence buying behavior of the customers.

4. RESEARCH METHODOLOGY

Research Methodology is a systematic and scientific approach for acquiring information on a specific topic. It helps in searching the facts by using different methodologies. The study is focused on both qualitative and quantitative research techniques. The study uses both Primary & Secondary Data collection methods, processes of data and interpretation of data. To understand the factors which are influencing for social media marketing and online purchases of consumers.

Study Area:- The Research accompanied involved online consumers those who shop online and have access to social networking sites from cities of Sonapat, Panipat, Karnal and Rohtak. The purpose of the study cities like Sonapat, Panipat, Karnal and Rohtak. is considered for research because it revealed that online marketing is well penetrated in these cities.

Research Design: - Research design is an arrangement, structure and system for doing examination of study. Research design chosen for this study is Descriptive research design.

Sample Study:- The sample size for pilot study was taken from 100 customers who does online shopping and have access to social networking sites.

Methods of Data Collection-

Primary Data- The Primary information is comprise of a gathering of unique information from respondents that has an understanding in concentrate optional information. Essential information is gathered by utilizing survey strategy. The structural questionnaire is prepared based on the objectives for studying relevant information directly from online respondents who frequently does online purchases from shopping sites and have access to social networking sites.

Secondary Data- Secondary data is also important for research. On the basis of the secondary research can make the conceptual structure of the research. Secondary research is collected through various section of research like e-library, literature survey etc. to find the gap for research. The secondary data of the study is collected through published as well as unpublished secondary source like various journals, magazines, reports, books, articles, research papers, websites, various online database like inflibnet or N-list, ebseco, pro-quest, J-Gate, crisil and others were used to access the information online.

Data Analysis- Data analysis is a procedure of social occasion, demonstrating and changing information with the valuable data and proposing conclusions and supporting choice stamping. The analysed data was finally interpreted to draw inferences, to prove hypothesis and report. The data was collected through structured questionnaire from respondents. Online google form was used to collect responses from online customers. The collected data was coded and entered into Microsoft Excel used as a basic tool for tabulation of data. The ranking method is used to understand the most preferences given for social networking sites.

Scope of the Study - Social media marketing helps for consumers as well as companies for online purchases. A Company effectively uses social

media to connect not only with existing customers but also with prospective customers and promote their offers. The roles of social media in industries are secure and more reliable

5. DATA ANALYSIS & FINDINGS

5.1 SOCIAL NETWORKING SITES MOST PREFEREBALY USED

The social networking sites mostly preferred by online respondents is studied. Understanding opinions towards motivation of using different social networking sites by using ranking method of 100 online respondents with frequency which is shown in the following table.

Table-5.1 SOCIAL NETWORKING SITES MOST PREFEREBALY USED

Social Media Sites	Frequency	Percentage	Rank
Facebook	65	65	Rank 1
Twitter	42	42	Rank 2
Linkedin	39	39	Rank 3
Ibibio	38	38	Rank 4
Youtube	36	36	Rank 5
Myspace	35	35	Rank 6
Pinterest	34	34	Rank 7
Instagram	33	33	Rank 8
Google+	32	32	Rank 9
Flickr	31	31	Rank 10

Findings:-The above table indicates the top ten social networking sites mostly preferred by 100 online respondents, Facebook is preferred firstly by 65 respondents and with first rank, Twitter is rank second position preferred by 42 online respondent's, LinkedIn is rank in third position preferred by 39 online respondent's, Ibibio is rank in fourth position preferred by 38 online respondents, YouTube is rank in fifth position preferred by 35 online respondents, Myspace is rank in sixth place preferred by 35 online respondents, Pinterest is rank in seventh position preferred by 34 online respondents, Instagram is rank in eighth place preferred by 33 online respondents, google plus is rank ninth place

preferred by 32 online respondents and Flickr is in tenth position preferred by 31 online respondents.

5.2 To study the impact of Social Media on building relationship and creating Brand Loyalty among customers.

The various factors which influence the customer engagement through Online media are studied. Understanding the opinion of 100 respondents regarding the purchase via Social media

Table 5.2 Impact of Social Media on building relationship and creating Brand Loyalty among customers

Factors which influence customer to go for online social shopping	N	Mean	Standard Deviation
Convenience and time saving	100	4.9	.92
Fast Shipping	100	4.6	1.02
Overall speed of shopping process is satisfactory	100	4.1	1.12
Instant ability to get items that I want	100	3.9	1.13
Flexibility to choose delivery date	100	3.8	1.14
Variety of product and brands	100	3.9	1.13
Products are not available in local shops	100	4.2	1.10
Prices of products are reasonable	100	3.9	1.13
Offers and discounts always available	100	3.9	1.13

Findings:-The above table indicates that respondents are strongly agree that social media helps to get convenience and time save to confirm consumer brand engagement, consumers agree that overall speed of shopping through social media is satisfactory. The consumers agree that shopping through social media provides a variety of products and brands comparatively the products are at reasonable price. Purchasing through social media

provides offers and discounts to customers that help in building brand engagement.

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