



CONSUMER BRAND ENGAGEMENT IN SOCIAL NETWORKING SITES AND ITS EFFECT ON BRAND LOYALTY

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ABSTRACT:

The major goal of most contemporary advertising campaigns is now widespread dissemination through social media. More and more people are being drawn to the internet, which increases its significance. This study set out to answer the question, "Does Facebook brand interaction affect customer retention rates?" This research examines the reasons people visit brand pages on Facebook by drawing on social influence theory, technology adoption models, and the uses and gratifications theory (UGT). This study combined qualitative and quantitative methods of inquiry. Using The empirical results of the investigation are presented in the paper's second section. The online survey included a total of 334 participants, and SEM was used to examine the data. In terms of customer engagement, technology, transportation, and hospitality brands outperformed those in the retail, consumer goods, and food & beverage sectors. Because they can easily locate what they're looking for, customers often engage with brand pages. Users are influenced to utilise a service by both financial and social pressures.

Networking social media platforms. The information also suggests that return customers have a higher

propensity to join in. The findings Understanding how platforms like Facebook and others influence customer engagement is furthered by these findings.

Keywords:- Consumer Brand , Engagement, Social , Networking, Loyalty, Brand

Introduction

Kaplan and Haenlein (2010) define "social media" as "any online application that enables users to create content and share it with others." SNSs were created so that users may stay in touch with friends and acquaintances (Boyd & Ellison, 2007; Lin & Lu, 2011). Indian customers, like those everywhere else, devote a great deal of time to online social networks. People spend an average of 2.46 minutes per day on SNSs between the ages of 18 and 32 (Global Web Index, 2017), but just 1.47 minutes per day between the ages of 33 and 51. Facebook's 1.97 billion monthly active users (MAUs) make it the most popular social networking site overall. individuals' photographs and videos frequently get more views on social networking sites like Flickr and YouTube than the individuals' profiles. More people use Facebook than any other social networking site. Statista (2017) reports that there are 219 million monthly active

Facebook users in the United States, with 213 million in India following closely after.

Having a public Facebook page is the easiest way to advertise your business to the world. Here, patrons may provide their feedback and stay abreast on corporate happenings. According to data provided by Facebook itself (Cohen, 2016), there are over 60 million business pages on the social media platform. As social media has grown in popularity, new strategies for managing relationships with customers have evolved. Consumers have shifted from being passive recipients of marketing communication to active contributors, as noted by Brodie, Hollebeek, Juric, and Llic (2011). customers now have rapid access to information and comments from the manufacturer and other customers thanks to the rise of social networking sites. According to van Doorn et al. (2010), "the behavioural manifestations of customers' focus on a brand or firm beyond purchase as a result of motivational drivers" is the definition of consumer engagement (CE).

Brand pages on social networking sites (SNSs) like Facebook have transformed consumers' access to information, communication, and commerce. Even while companies are increasingly present on SNSs, new research shows that they still struggle with consumer engagement (CE) Jayasingh & Venkatesh, 2016). Companies are rushing to find out how to boost sales by taking advantage of the rising popularity of social networking sites (SNSs). There is little empirical research on the subject, despite the prevalence of Facebook Brand pages and user involvement (Dessart et al., 2015; Jahn & Kunz, 2012). Azar, Machado, and Vacas-de Carvalho (2013) observed that Facebook brand pages have received remarkably little academic attention.

Both Mendes (2016) and Zhang & Mao (2016) are used as sources. It might be really informative to find out why certain people don't utilise social media. Previous studies have focused on the root causes of CEs rather than the effects they have, as stated by Boyd & Ellison (2007), Poorrezaei (2016), and van Doorn et al. (2010). The purpose of this research is to understand the factors that motivate consumers to engage with brands on social media platforms like Facebook.

Literature review

There are subreddits dedicated to various brands where loyal customers discuss such brands openly. Chat rooms, newsgroups, and message boards were the primary means of user interaction prior to the development of online brand communities (Brogi, 2014). The first studies of brand communities reported by Dholakia, Bagozzi, and Pearo (2004) made use of online forums on AOL, MSN, and Yahoo group. are just some of the many social networking sites that have appeared since Classmates.com's inception. Wirtz et al. (2013) argue that in order to strengthen relationships with consumers and fans, firms should establish online communities for their brands. Only in the last 12 years have academic studies about marketing begun to use the term "customer engagement" (CE) (Brodie et al., 2011). Many different meanings have been ascribed to the word "customer engagement" (CE) by academics in the field of marketing (Tsai & Men, 2017). To have a coherent emotional, cognitive, and behavioural state is what is meant by "CE" (Brodie et al., 2011).

In order to measure the reactions or engagement of customers on social media, metrics such as comments, follows, subscriptions, shares, likes, posts, etc. are often utilised. According to Simply Measured (2013), Facebook's News Feed algorithm gives more weight to posts from pages with a high volume of interaction and activity. In an examination of one hundred brand sites, Cvijikj and Michahelles (2013) found that content that acted as both an instructional resource and a source of amusement fared well. According to research conducted by Fernandes and Remelhe (2016), individuals join online communities with the expectation of gaining knowledge and finding new acquaintances. They concluded that incentive compensation was irrelevant to career advancement. Leung (2012) found that the amount of likes, comments, and shares on a post on a hotel's official Facebook page is a good indicator of the post's degree of interaction with its audience. Multiple

research (Cvijikj & Michahelles, 2013; Kujur & Singh, 2016) have demonstrated that the presence of moving visuals, bright colours, or eye-catching photos on a company's online brand page enhances the probability that consumers will engage with the material.

Models and theories of online conduct have been the subject of several efforts at development and validation (Ngai, Tao, & Moon, 2015). This research aims to provide a practical theoretical framework for evaluating human behaviour in synthetic settings. Table 1 provides a brief overview of the many theoretical perspectives used in this investigation. interact with information on social media, according to this review (Hsu, Chang, Lin, & Lin, 2015). According to studies cited by UGT, customers care more about the social aspects of participating in an online brand community than they do about the brand itself. According to a study conducted by Gao and Feng (2016) among Chinese microbloggers and users of other SNSs, the top three motivations for engaging in CE were for social connection, enjoyment, and information seeking (IS). According to a study conducted by Lee and Lee (2014), the two primary reasons college students utilise social networking sites are to make new friends and keep up with old ones.

People who participate in an online brand community are more invested in the success of the brand, according to research by Dessart, Veloutsou, and Morgan-Thomas (2015). Researchers French, Merrilees, and Miller (2016) discovered that CE had a substantial impact on consumer loyalty and brand value in their analysis of Australian brand sites. The relationships between CE and brand loyalty have been conceptualised in a number of academic works, such as Brodie et al. (2011), van Doorn et al. (2010), and Vivek, Beatty, and Morgan (2012). Customer engagement has been linked to increased brand loyalty in a number of studies, including those conducted by Vivek et al. (2012), Wirtz et al. (2013), and France et al. (2016). Customers who engaged in online brand communities were more loyal to such brands, according to research by Jang et al. (2008).

All three studies (Jahn and Kunz 2012, Hollebeek 2011, and France et al. 2016) came to the same conclusion. Stronger brand or product loyalty is linked to involvement in online brand communities, the authors suggest.

From what we can tell from a survey of the existing literature, there is a dearth of studies that directly connect CE on Facebook brand pages to consumer behaviours like brand loyalty. Many studies examined CE from the standpoint of the enterprise, but Alversia, Michaelidou, and Moraes (2016) discovered that very little research has been conducted to evaluate CE from the perspective of the consumer. The literature assessment revealed a significant void in the field: the absence of a defined and established methodology for identifying the factors of CE. There is no viable and reliable CE scale, as shown by the studies conducted (Brodie et al., 2013; Hollebeek, 2011). The online brand community could use more mixed-model studies. Research comparing corporate and personal social media use is scarce. The Marketing Science Institute (MSI) supported many social media use research between 2014 and 2016..

RESEARCH METHODOLOGY

Researchers from many different fields conducted extensive empirical studies to evaluate our suggested CE research paradigm. In-depth processes are used to blend qualitative and quantitative approaches in mixed research. Quantitative data analysis, as suggested by Creswell (2014), should follow qualitative data analysis. We did exploratory study to collect data from which to create a construct and its aspects to better understand CE in brand pages in general. After that, scientists moved on to descriptive techniques. The interconnections between these other ideas and the established consumer engagement construct highlight the necessity for descriptive study. There were three methods used to complete this study. We did exploratory study to collect data from which to create a construct and its aspects to better understand CE in brand pages in general.

The purpose of this study was to investigate how Indian Facebook users view various brands. The most dedicated consumers are found in the top 100 brands. The Facebook page for the brand was analysed using the social media tool Fanpage Karma, which gathered information such as Data was gathered from January 2014 to December 2016 on Facebook users' interactions with different brands. The level of interaction with your posts may be gauged by keeping track of the amount of likes, comments, shares, and responses you get (Social Bakers, 2013). According to Unmetric (2016), in order to estimate the average CE rate, one need multiply the number of reactions/likes by three times the number of comments and five times the number of shares. Using actual user data, Unmetric (2016) devised a technique to determine an engagement score. These percentages represent the fact that different types of engagement (comments, shares, and likes) each have a unique impact on the final Engagement Score. Because they encourage greater conversation, unmetric formulae give comments and responses more weight than likes. Unmetric's analysts have come up with a method to calculate the potential reach of a brand's content based on empirical evidence. Brand engagement on Facebook increases as the square root of the amount of likes a page has. The future danger is predicted by our powerful machine learning algorithm. According to the nonmetric formula, a share is worth 5, a remark is worth 3, and a like is worth 1.

After that, scientists moved on to descriptive techniques. The authors of this descriptive study sought to better understand the relationship between customer engagement and related topics. This research used a cross-sectional design. The second phase was a pilot poll of 50 individuals to gauge the overall readability of the paper. In the last stage, those who were thinking about becoming involved with the CE filled out an online survey. A link to the poll was shared on the Facebook walls of those who took part. One hundred companies were chosen, and postings encouraging followers to take part in the poll were created on their separate Facebook sites. A total of

334 participants filled out a poll about the official Facebook brand page.

Information on the CE was gleaned from a self-reported online survey. The poll was conducted in the autumn of 2016, namely between July and September. A link to the poll was shared on the Facebook walls of those who took part. One hundred companies were chosen, and postings encouraging followers to take part in the poll were created on their separate Facebook sites. There were over 300 participants in the poll on the Facebook page for the brand, and 334 of them gave feedback. Facebook users in India who are already followers of a brand will make up the great bulk of the participants. Social media analytics frontrunner The Social Bakers divides brand sites into 20 categories. This article will focus on 17 of those possibilities. Businesses from the banking, automotive, alcoholic beverage, computer & electronic, e-commerce, retail, wholesale, clothes & fast fashion, fast food & casual dining, health & beauty, home & garden, and mobile & wireless sectors are all well-represented. The software, gambling, and alcohol sectors were not looked at since doing so would go beyond the scope of this report. By counting the number of posts made by each company over the course of a year and the amount of likes each post got, the top 100 brands were picked from among the 17 categories on the social bakes website.

A discussion of the results, limitations, and consequences

They started by analysing the frequency with which consumers engaged with a hundred different brand sites. On 100 brand pages, there were a total of 1,67,188 postings and around 72,483,505 interactions. Emotions were conveyed via the usage of emoticons in these chats. The majority of postings were images (81.24%), whereas the majority of videos were just 7.1%. On average, there were 6,739 clicks per 1000 links for the most popular link kinds. Live music events and commercial promotions that double as

branding formats are quite unusual. The average engagement rate dramatically increased as we shifted to the offer structure. These findings support prior study on Facebook brand pages (Cvijikj & Michahelles, 2013), which is a positive sign. The average number of shares included in a video upload is 274, compared to the 97 shares included in a normal offer. There are typically 92 comments on a video, but just 58 on an offer-style post. The most clicks come from a combination of the Link, Video, and Offer forms. According to the statistics, Labels make up a disproportionate share of the most powerful figures in the information technology (IT), alcoholic beverage, finance, fashion, health, and cosmetics sectors. There is agreement between these findings and those of Menezes (2013). Menezes (2013) found that the IT sector has the most invested customers.

The study set out to see whether there is a correlation between like a business on Facebook and subsequent brand loyalty. From what we can see, each of the six elements has a part in CE, but IS is the most important. Consumers' social media activity was observed to increase when they were exposed to SI and EB. The information also suggests that return customers have a higher propensity to join in. This research broadens the application of the UGT theory framework by investigating what motivates consumers to embrace, use, and advocate for a new communication channel (here, SNSs) in order to join a brand community. A newly established framework was initially deployed on Facebook to better understand the elements that encourage consumers to debate businesses in online forums, and it can easily be extended for use with other SNSs such as Twitter and YouTube. Perhaps surprisingly, there isn't a tonne of research out there that teaches firms how to boost customer loyalty and involvement. Unlike prior brand page research (Poorrezaei, 2016), this one focused on the effects of CE rather than its causes. This

research adds to the literature on the topic by demonstrating that consumer brand loyalty rises when individuals engage in an online brand community.

This study adds to the growing body of literature employing the mixed research framework, a novel but rapidly expanding approach to studying social media. Such an all-encompassing approach may be very helpful for pioneering concepts like consumer brand involvement. The results reveal that the rate of CE on brand pages is linked only to the administration of the page and has nothing to do with the brand itself or the category in which the brand is put on Facebook. The consumerist participation approach centred on the willingness to learn. In order to better educate prospective customers, the product's Facebook page has both official corporate information and user reviews. Customers value open communication about their experiences and ideas. To encourage positive customer involvement via likes, comments, and feedback, businesses should make it simple and attractive for consumers to participate in these activities. Brands should regularly run consumer marketing campaigns on their sites in order to gain more followers and spark debate. The marketing push could be in the form of a discount, a free gift with purchase, a game, a contest, etc. The study's results stress the value of joy as a driving force behind online activity. Brand pages can successfully attract users by providing them with jokes, puzzles, games, humorous videos, and cartoons. Several of the things we looked at, including SI, turned out to be important. Consumers, as evidenced by this movement, are striving to elevate their social standing. In order to maximise the benefits of SI, businesses should make it a top priority to initiate relevant discussions among their clientele. Boosting a business' bottom line can be as simple as boosting customer loyalty on social media. These tips could help brand managers increase interaction on their social media brand pages.

Conclusion

It is necessary to investigate the effect of online CE on brand loyalty since it is widely acknowledged as a significant marketing issue (Reitz, 2012; Casaó et al., 2010). The theoretical foundations of brand loyalty in online brand communities, according to Zheng et al. (2015), have been understudied. CE had a statistically significant relationship with a rise in customer loyalty. Multiple studies (Wirtz et al., 2013; Zheng et al., 2015; Poorrezaei, 2016) support the notion that enthusiastic consumers are more likely to promote a product or service to others. Since prior studies (Poorrezaei, 2016; Zheng et al., 2015) have mostly focused on the root causes of CE, the findings of this study are much needed.

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