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Customer Engagement Through Social Media

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ABSTRACT:

Customer engagement is the way a company creates a relationship with its customer base to foster brand loyalty and awareness. This can be accomplished via marketing campaigns and web content as well as outreach using social media, mobile devices and wearable devices. Customer engagement is the ongoing cultivation of a relationship between the company and the consumer that goes far beyond the transaction. It's an intentional, consistent approach by a company that provides value at every customer interaction, thus increasing loyalty. Descriptive research method and Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple Percentage analysis, chi square analysis and correlation have been applied in this study to reach the finding of the study. It is found that there is some significant relationship between the age group of the respondents and frequency of social media posts. It is suggested that Active presence on popular social media platforms can facilitate easier customer interaction and portray a friendly brand image. It is concluded that to positively influence brand perception, the selection of social media platforms should also correspond with the brand's objectives and intended audience. Fostering customer engagement, eliciting feedback, and promoting user-generated content are fundamental strategies for cultivating customer trust, authenticity, and loyalty. In conclusion, it stands as proof that organisations have the ability to substantially improve customer contentment and brand perception through the astute utilisation and proactive participation on social media platforms.

Introduction:

Customer engagement is sometimes confused with customer satisfaction and experience, and there is some overlap, but each is distinct. The concept of customer engagement has evolved in recent years as more companies seek innovative ways to attract and retain loyal customers. In the past, simply providing a quality product or service was enough.

A customer engagement strategy is like a feedback loop. Every engagement or customer interaction provides the opportunity to develop customer loyalty. On the other hand, customer satisfaction is how much consumers like or dislike their product, service, or experience. Both are essential when interacting with consumers, but customer engagement also involves listening to build a rapport and provide a tailored solution. Effective listening is a powerful skill that affects the entire customer experience. The better a rep can listen, the more they can tailor a solution based on the customer's distinct job role, problems, and intended results. As a result, brands that better engage customers are also more profitable.

Successful customer engagement goes beyond a customer's initial transaction. The goal is to deliver relevant content through marketing and engagement campaigns that encourage repeat customer interactions. By extending the customer experience beyond a purchase, successful customer engagement extends the customer lifecycle, fosters loyal customer relationships, attracts new customers and helps companies better anticipate customer expectations and needs.

PURPOSE OF THE STUDY:

- ➢ To understand the effectiveness of the optimal frequency of social media posts for customer engagement
- ➢ To identify the most effective types of content for driving customer engagement on social media platforms
- ➢ To assess the impact of utilizing the specific social media platforms on customer engagement
- ➢ To measure the level of customer engagement resulting from interactions with a company's social media content
- ➢ To obtain suggestions from the respondents to enhance customer engagement through social media

Significance of the study:

Social media sites are important for businesses to connect with their audience and build meaningful relationships in a world where people mostly contact with each other online. Even though most people agree that social media is important, there is still a big knowledge gap when it comes to the

exact factors that lead to effective customer interaction. The existing research often doesn't give complete answers about how often to post on social media, what kinds of material people respond to best, and which platforms are best for getting the most engagement. The study's goal is to fill in these gaps by showing real-world examples and useful information about how customers interact with brands on social media.

The research fills in this gap in knowledge, which is useful for both classroom study and real-world business situations. The study's results can help businesses improve their social media strategies, which will increase customer engagement, build brand loyalty, and eventually lead to better business performance. The study's focus on customer-centered approaches to social media interaction also shows how it can help companies build good relationships with their stakeholders.

Scope of the study:

The present study comprises an exhaustive investigation of principal goals with the intention of augmenting the organization's online presence. It aims to determine how frequently social media posts should be made in order to effectively engage customers. The study intends to shed light on content creation strategies by identifying the most influential categories of content. The business will choose the best channels based on an evaluation of how different social media platforms affect customer engagement. Measuring customer engagement through interactions with social media content will provide useful data for assessing how well the business's online initiatives are working. The study's conclusions will offer practical suggestions for maximizing the business's social media strategies, strengthening ties with its audience and ultimately promoting business expansion.

Review of literature:

Ina Oktaviana Matusin (2023), This study aims to analyze the role of consumer engagement in mediating the influence of social media marketing on electronic word of mouth. Data was collected by distributing questionnaires with a total of 14 statement items. The number of samples studied was 230 respondents, the sample was taken using a purposive sampling technique, namely determining the sample selected based on predetermined criteria. Respondent criteria in this study were individuals who actively use social media and follow a brand on social media. The data analysis tool used is the Structural Equation Model (SEM). The results of the study found that social media marketing had a positive effect on consumer engagement and electronic word of mouth, consumer engagement had a positive effect on electronic word of mouth and consumer engagement played a role in mediating the influence of social media marketing on electronic word of mouth.

Ina Oktaviana Matusin (2023), The Effect of Social Media Marketing on Consumer Engagement and Electronic Word-Of-Mouth, *International Journal of Social Science and Human Research,* **Volume 06, Issue 02, FEBRUARY 2023.**

Weng Marc Lim (2022), Customer engagement (CE) is a marketing concept of great importance and the rise of social media has further amplified the importance of this concept. Yet, our understanding of the progress of CE research remains limited due to the absence of a one-stop state-of-the-art overview of the concept that considers its manifestation on social media. To address this gap, we review CE research on social media since the beginning of the present millennium using the PRISMA protocol for systematic reviews. The outcome of our review reveals the antecedents, decisions, and outcomes; the theories, contexts, and methods; and the ways forward for advancing knowledge, improving representation, and enhancing rigor with respect to future research on CE and social media.

Weng Marc Lim (2022), Customer engagement and social media: Revisiting the past to inform the future, *Journal of Business Research***, Volume 148, September 2022, Pages 325-342.**

Simona Vinerean (2021), Customer engagement has emerged as a vital component in social media marketing strategies, prompting considerable interest from both marketers and academics. This study investigates customer engagement (CE) in a framework that includes three antecedents and a main outcome (loyalty). Based on the survey method, we test a proposed model on social media users. The data analysis focuses on exploratory and confirmatory factor analyses, as well as structural equation modeling to test the hypotheses, and a multi-group analysis. The results validate CE as a multidimensional construct and support all hypotheses of the conceptual model. As key contributions, the study reveals involvement as the strongest antecedent of customer engagement and emphasizes the importance of CE in predicting and fostering customer loyalty. This paper adds to the existing body of knowledge on customer–brand relationships by establishing the main drivers for customer engagement in digital settings, with valuable theoretical and practical perspectives.

Simona Vinerean (2021), Measuring Customer Engagement in Social Media Marketing: A Higher-Order Model, *J. Theor. Appl. Electron. Commer. Res.* **2021, 16(7), 2633-2654**

Research Methodology:

Research is common parlance refers to a search for knowledge. One can also define as a scientific and systematic, search for certain information on a specific topic infact research is an alt of scientific investigation. Some people consider research as movements from known to unknown.

Source of the data:

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. Data collection methods can be divided into two categories: secondary methods of data collection and primary methods of data collection.

Primary Data :

Primary data collection methods can be divided into two groups: quantitative and qualitative. In this study, primary data was collected through questionnaire.

Secondary data:

Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about the research area in business studies, almost regardless of the nature of the research area.

Research approach:

Research approaches can be defined as the collection of procedures and plans that decide the overall process of research. Research approach decides the methods for data collection, analysis, and interpretation. Field Research in Qualitative research approach is used. Qualitative research approach is generally defined as the method adopted to carry out qualitative research or in-depth research on a subject.

Research instrument:

A research instrument is a tool for collecting and analysing data in research. Popular research instruments are interviews, surveys, observations, focus groups. In this study interviews and surveys are taken by questionnaire.

one in accordance to the objectives set, which has been discussed in the earlier pages. Research methodology is the way to systematically research to solve the problem.

Design of the study:

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled.

Descriptive Research Design study is used. Usually for those research studies having the computation of problems or application of formulae for computations analytical research design technique is used.

Sampling technique:

Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate characteristics of the whole population. Different sampling methods are widely used by researchers in market research so that they do not need to research the entire population to collect actionable insights. This study uses Non-Probability Sampling technique. Non-probability sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect data. Convenience sampling technique is used in this study.

Convenience sampling technique:

A convenience sample simply includes the individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

Analytical tools and methods:

The commonly used statistical tools for analysis of collected data are: In this study, following tools are used. they are,

- ➢ Percentage Analysis
- ➢ Chi-square Test
- ➢ Correlation Analysis

Percentage analysis

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Chi-Square Analysis

Chi-square is a non-parametric test of statistical significance for bivariate tabular analysis. A non-parametric test, like chi square, is a rough estimate of confidence. Chi-square is used most frequently to test the statistical significance of results reported in bivariate tables and interpreting bivariate tables is integral to interpreting the results of a chi-square test.

The Chi-Square statistic is most commonly used to evaluate Tests of Independence when using a cross tabulation (also known as a bivariate table). Cross tabulation presents the distributions of two categorical variables simultaneously, with the intersections of the categories of the variables appearing in the cells of the table. The Test of Independence assesses whether an association exists between the two variables by comparing the observed pattern of responses in the cells to the pattern that would be expected if the variables were truly independent of each other. Calculating the Chi-Square statistic and comparing it against a critical value from the Chi-Square distribution allows the researcher to assess whether the observed cell counts are significantly different from the expected cell counts.

Chi–square test (χ^2) $\quad = \quad \sum \dfrac{(O - E)^2}{E}$

Degree of freedom $\quad = \quad$ (R-1) (C-1)

Whereas, $\quad$ O $\quad = \quad$ Observed frequency

$\qquad\qquad$ E $\quad = \quad$ Expected frequency

$\qquad\qquad$ R $\quad = \quad$ Number of rows

$\qquad\qquad$ C $\quad = \quad$ Number of columns

To find E:

Expected Frequency $\;=\;$ $\dfrac{\text{Row Total} \cdot \text{Column Total}}{\text{Grand Total}}$

The directional hypothesis is a kind that explains the direction of the expected findings. Sometimes this type of alternative hypothesis is developed to examine the relationship among the variables rather than a comparison between the groups.

Correlation Analysis

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. For example, height and weight are related; taller people tend to be heavier than shorter people. The relationship isn't perfect. There are several different correlation techniques. The Survey System's optional Statistics Module includes the most common type, called the Pearson or product-moment correlation. The module also includes a variation on this type called partial correlation. The latter is useful when you want to look at the relationship between two variables while removing the effect of one or two other variables.

j. Hypothesis

A hypothesis is a specific prediction, based on previous research that can be tested in an experiment. The written hypothesis consists of three parts: the explanation describing the relationship between the variables in the experiment, the independent variable what will be tested, and the dependent variable that will be measured as the result of the experiment.

Hypothesis of the study are:

➢ There is no relationship between gender age of the respondents and respondents' opinion on social media platforms used

➢ There is no relationship between years of dealing with the company and respondents' opinion on customer engagement

CHI SQUARE ANALYSIS

RELATION BETWEEN THE AGE GROUP OF THE RESPONDENTS AND FREQUENCY OF SOCIAL MEDIA POSTS

Null hypothesis (Ho):

There is no significance difference between the age group of the respondents and frequency of social media posts.

Alternative hypothesis (H1):

There is some significance difference between the age group of the respondents and frequency of social media posts.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE GROUP OF THE RESPONDENTS * FREQUENCY OF SOCIAL MEDIA POSTS	186	100.0%	0	.0%	186	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	162.390[a]	60	.000
Likelihood Ratio	171.062	60	.000
Linear-by-Linear Association	5.460	1	.019
N of Valid Cases	186		

a. 72 cells (90.0%) have expected count less than 5. The minimum expected count is .13.

INTERPRETATION

As per the above table, it is inferred that the P value is 0.000; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.13. Thus alternative hypothesis is accepted and it is found that there is some significant relationship between the age group of the respondents and frequency of social media posts.

CORRELATION ANALYSIS

RELATIONSHIP BETWEEN THE NO. OF YEARS DEALING WITH THE COMPANY AND SOCIAL MEDIA PLATFORMS USED

Correlations

		NO. OF YEARS DEALING WITH THE COMPANY	SOCIAL MEDIA PLATFORMS USED
NO. OF YEARS DEALING WITH THE COMPANY	Pearson Correlation	1	-.142
	Sig. (2-tailed)		.053
	N	186	186
SOCIAL MEDIA PLATFORMS USED	Pearson Correlation	-.142	1
	Sig. (2-tailed)	.053	
	N	186	186

INTERPRETATION

The Above table indicates that out of 120 respondents, co-efficient of correlation between the no. of years dealing with the company and social media platforms used is -0.142. It is below 1. So there is negative relationship between the no. of years dealing with the company and social media platforms used.

FINDINGS:

➢ 36.6% of the respondents are agree towards the brand trust when it is active on professional networking platforms like linkedin.

➢ 39.2% of the respondents are strongly agree towards the preferred the brand that use visually-oriented platforms like instagram as more innovative and creative.

➢ 41.9% of the respondents are agree towards the choice of social media platform chosen by a company influences the brand perception.

➢ 42.5% of the respondents are neither agree nor disagree towards the companies are The organisation must strike a harmonious equilibrium between the regularity and calibre of its posts in order to foster interaction without inundating client

➢ 41.4% of the respondents are strongly agree towards the companies that actively engage with customers on social media make feel more loyal to their brand.

➢ 40.3% of the respondents are agree towards the more likely to recommend companies to others positive interactions with them on social media.

➢ 57.0% of the respondents are strongly disagree towards the perceive companies that encourage user-generated content and conversations on social media as more authentic and transparent.

SUGGESTIONS:

➢ organisation must strike a harmonious equilibrium between the regularity and calibre of its posts in order to foster interaction without inundating clients.

➢ Maintaining consistency in the dissemination of schedules by the organisation is critical for fostering consumer confidence and anticipation.

➢ Regular posting is essential for the company to maintain visibility and relevance among the target audience.

➢ The organisation ought to cultivate a more robust rapport by maintaining a consistent online presence on various social media platforms.

➢ Organisations ought to exercise caution in preventing an overabundance of posts that inundate consumers, as this may result in an unfavourable perception.

➢ By integrating visual components such as images, videos, and infographics, the organisation can notably amplify consumer engagement on social media platforms.

➢ To increase shares and likes, businesses should prioritise informative content over solely promotional material.

➢ Strengthening engagement levels can be achieved by incorporating a variety of content, including customer anecdotes, product updates, and industry news, into the company's output.

CONCLUSION:

In summary, this research on consumer engagement via social media uncovers a number of significant findings that are vital for organisations seeking to optimise the utilisation of these platforms. After conducting an examination of customer behaviours and perceptions, it has been determined that it is critical to maintain a balanced publishing schedule in order to guarantee consistent audience engagement without overwhelming them. Furthermore, it is evident that the integration of visual elements and affective stimuli is a critical approach in order to attract and maintain the interest of customers. Active engagement through interactive elements and a variety of content types are recognised as efficacious strategies for cultivating significant connections with clientele. To positively influence brand perception, the selection of social media platforms should also correspond with the brand's objectives and intended audience. Fostering customer engagement, eliciting feedback, and promoting user-generated content are fundamental strategies for cultivating customer trust, authenticity, and loyalty. In conclusion, it stands as proof that organisations have the ability to substantially improve customer contentment and brand perception through the astute utilisation and proactive participation on social media platforms