Project Dissertation Report

On

"CUSTOMER ENGAGEMENT THROUGH SOCIAL MEDIA"

SUBMITTED BY:

VISHVENDRA RAJ SINGH

2K17/MBA/104

MBA CLASS 2017-2019

UNDER THE GUIDANCE OF

Mrs. DEEPSHREE

Assistant Professor

DELHI SCHOOL OF MANAGEMENT

DELHI TECHNOLOGICAL UNIVERSITY

BAWANA ROAD DELHI 110042

CERTIFICATE FROM THE INSTITUTE

This is to certify that the project report titled **Customer Engagement through Social Media** is a bona fide work carried out by **Mr. Vishvendra Raj Singh** of MBA 2017-2019 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for award of Degree of Masters of Business Administration.

Signature of Guide   Signature of Head
(DSM)

Place:

Date: Seal of Head

STUDENT'S DECLARATION

I, **Vishvendra Raj Singh** (2K17/MBA/104), student of MBA 2017-2019 Delhi School of Management, Delhi Technological University declare that the work entitled **"Customer Engagement through Social Media"** is my individual work under the supervision of Mrs. Deepshree Assistant Professor, for the partial fulfillment of Masters of Business Administration in Delhi School of Management, Delhi Technological University, New Delhi.

The findings in this report are not copied from any report and are true to the best of my knowledge. The report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

Place:

Date: Vishvendra Raj Singh

                                                                                              (2K17/MBA/104)

ACKNOWLEDGEMENT

I would like to express my immense gratitude to mentor guide Mrs. Deepshree (Assistant Professor Delhi Scholl of Management DTU) for imparting valuable support, encouragement guidance and immense knowledge throughout the project.

 I am presenting "Customer Engagement through Social Media" report as part of the curriculum of "Master of Business Administration". I wish to thank all the people who gave me unending support while bringing out this project to its ultimate form, I came across number of people whose contributions in various ways assisted my field of research and they deserve special thanks.

Finally I am thankful to the entire faculty members of Delhi School of Management, Delhi

Technological University, New Delhi, my colleagues and my family members for their moral

support and encouragement while carrying out this project.

I thank all those who knowingly and unknowingly have helped me in the fulfillment of this project.

Thanking You

Vishvendra Raj Singh

(2K17/MBA/104)

EXECUTIVE SUMMARY

As a part of course curriculum of MBA, this project was assigned to provide some practical studies as well as theoretical knowledge in the related areas for completing the project. This is a comprehensive report on **"Customer Engagement through Social Media."**

The study examined the influence social media marketing has on customer engagement. The study was decided to be investigated as we can see that organizations spending on social media continue to soar, but measuring its impact remains a challenge for most businesses. All in all, social networking sites facilitate active communication between companies and users and spur interactions among users. Here the need to find out the factors influencing customer engagement; to explore what content they enjoy most on a Facebook brand page which drives them to re-visit. Data used for this study was obtained through questionnaires distributed to fans of a particular Facebook brand page. The results demonstrated that media and content type of posts exert a significant effect on customer online engagement. It also emphasized that higher the influence of social media marketing, higher would be the customer engagement. The findings of this study revealed the five factors that have a significant impact on customer engagement. SNSs are and additional medium through which information can be disseminated because it encourages a two-way communication between customers and firms. Hence, marketers need to be more cautious on what they post online as this is more likely to influence customers. The study also emphasizes the significance of ‗self-disclosure' as a major factor to intimate relationships among persons, as a strengthened brand- consumer relationship online will ultimately impact their purchase behavior in reality.

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

Globalization has resulted in the expansion of markets and therefore the proliferation of competitor. The expansion of computer technology has led to various benefits like Web 2.0, consumers have quick access to different platforms by which various information are being shared and created and used for customer support and creation of assets and different services that are helping the mankind to develop and expand its boundaries. Customer Engagement has catered to various issues and synthesized various components which lead to competitive advantage and consumer have various advantages of choices and enlargement of different experiences and advocacy of experience, development of market, creation of new places different choices, various paradigm shift, emergence of interaction and services worldwide.

As globalization is increasing companies are facing various risk and difficulties and trying to create such innovative mechanism that can help to expand markets and lead to outcome of customer satisfaction and different techniques that will enhance the customer will to buy goods and services that can prove to useful and strive to achieve various propensity of expansion and build different services and assets that can help to provide more useful links. Customer engagement is a wide terminology that has help to provide communication between customer and organization and helps to sell goods and services and create aggravate customer behavior that helps to provide idea for conversion of their choices and helps them to understand what to buy and when to buy.

Customer engagement helps to target the short term and long term interactions among different customers and provide their loyalty and good word of mouth publicity through different campaigns that includes both online and offline efforts for creating marketing and different images to the customer about the products and services. Although customer engagement is online it has its influence at various places like radio, television, outdoor advertising, media campaigns and other points where there is huge traffic to be allocated for the best results to show how this customer engagement has its place in the market and caters to a large group of audience. The widespread adoption of the internet has created different levels for the customer and provided opportunities for business to engage itself with the target customers and reported various reviews on the different products and services. Customer engagement is a wide terminology that has help to provide communication between customer and organization and helps to sell goods and services and create aggravate customer behavior that helps to provide idea for conversion of their choices and helps them to understand what to buy and when to buy.

The emergence of Web 2.0 and the social media created new challenges for the companies in their relationships with customers and their strategies to create positive customer engagement. Zuckerberg has created Facebook, which became available to everyone in 2006. After this, the evolution of wireless services started which helped to interact with the customer favourably and easily through the use of different channels like television, radio, newspaper, advertising, etc. This has helped to reach mass media and provide various control and other measures that would create a pool of customer that will help to manage the need of the customer and ensure all the irregularities are solved and catered to.Today the customer like to know about the product through the use of internet and share their reviews on the internet and this created a chain that leads to sharing of very large amount of information that would lead to proper utilization of the resources that are made available in the internet. The customer when purchase the phone share its review on the various platforms and various people check on the review shared and this helps other customer to buy the phone or not. Facebook and Twitter also help to share the review and connect with the well-informed customer and likely to reach the customer everywhere. The organization is critical to take advantage of this scenario and tie up the knot together with various experiences of the customer loyalty word of mouth and creation of business analytics and other valuable customer analysis. The Quora is also such website that helps to remove hinderance and utilizes impression of the customer that are measured at all levels create insights into customer engagement of various techniques and other retention capabilities and social media and how they do it.

The Social Media concept and the Customer Engagement concept are two important concepts for nowadays companies. The question we will intend to answer is " How businesses can generate customer engagement through their social media accounts?"

From this interrogation emerge five hypothesis : the first one is "entering on a daily basis will engage the customers", the second one is "double creation will engage customers by making them feel precious", the third one is "Customers are likely to share pic posts", the fourth one is "Target audience through social media entities will engage customers" and the last one is "Customers are zealed by high quality content pictures". The reasons of the application of a Customer Engagement Strategy will be revoked as well, in order to know the challenges of this concept. We will understand about the various points of contact a company have for interaction. We will know what differentiates between B2B and B2C. There will be the tools the publicity team can use to engage their customers and how to measure effectiveness about the strategies.

In a second part, we will study theoretical background of social media. We will first define social media in order to better understand the problems it brings based on studies done before. We will enumerate the different social media areas important for this thesis which are Facebook, Twitter, Instagram and LinkedIN. And lastly, we will see the strategy that can be conducted on social media to engage the customer.

The third part of this work will be the research. We will answer the problem base on assumptions made from the theoretical backgrounds of tow known concepts. Customer Engagement and Social Media. We will approve the hypothesis with a quantitative research that will be spread through social media as targets are social media users.

CHAPTER 1.1

FOUNDATION STUDY

SOCIAL MEDIA

What is social media

Various researchers have told about the interchangeable usage of the terms "social media" and "Web2.0", researchers have told out that these two terms are exactly related yet not synonymous, and they differ in terms of usage. For the purpose of the research, and in order to avoid any confusion, the before mentioned terms will be defined, inspite the story that social media is the central gravity of the research. In regards of the term Web 2.0, Tim O'Reilly, the founder of O'Reilly media, has coined that "Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform." He has told that a general business aspect in relations of Web 2.0 as the "empowering of collective intelligence", in which Web 2.0 provides platforms and fills the gap of the Web with user-generated content where all individuals the latter audience are able to take part in inspite of mandatory decisions made by a few people. (O'Reilly 2006.) In other way round, Web 2.0 is a platform whereby content and applications are continuously changed and exchanged by all users in participatory and cooperative manner, and not shortly created and published by individuals. There are various many ongoing debates and discussions regarding social media's universal definition; as social media has been changing and merging into the evolving development of New Media. Regardless of what the proper definition is it can be said would be, many of the existing studies and articles have stated out the common core purpose of social media. Researchers have demonstrated how social media is formed based upon the woven elements – social interaction, content, and communication media. Social media has created a new scenario to support the socialization of information, as a result it has been made and aggravate communication flow by making it easier and to more people, and to spread important information with various online people as they have referred social media to "activities, practices, and behaviors among communities of people to accumulate online to share information, knowledge, and opinions using conversational media". Therefore social media easy the flow of communication by developing contributions and feedback from everyone who is interested, and it is a two-way conversation to compare traditional media because social media feedback and review. At its core, social media describes the best novel ways individuals are engaging with content on the Internet, and vice versa.

Types of Social Media

 In the discussion regarding different categories of social media, five different types of social media outlets are focused on – 1) social networking sites, 2) social coverage, 3) media sharing, 4) blogs, and 5) microblogging. Each of these social media platforms has provided unique features and experiences to individuals and entities, for instance marketers and consumers, in the social media sphere.

Social Networking Sites

 Social Networking Sites (SNSs) are platforms where individuals are able to give feedback and talk with others, for instance Facebook and MySpace. Social networking sites, states, "are terminal terms for sites that are used to connect people with similar backgrounds and choices". These platforms, generally, have some common elements across most of them – (1) users are able to provide rewards and personalized profiles, either a public or a semi-public, within a bounded system, (2) a list of friend with whom they share a connection, and (3) view and change their connections and those made by others within the system .To consumers, they are the ways which present wealthy choices for establishing a close relation with the brand via several functions – fan pages, plug-in applications,

and groups. Recently, there have conducted a survey about the Indian consumers' application of social media to make shopping decisions. The survey population is more than 4000 Indian consumers, of these consumers, over half (50percent) have "Liked" a brand's Facebook page, and 63 per cent have claimed that their choice of recent store visit is influenced by a social networking site.

Social News and Bookmarking

Sites Social News sites and Social Bookmarking sites, for example Facebook, Reddit, and Quora, are fairly same, and are in the trend of online platform. Social News enables users to be in control of their news items, but also allows individuals to "submit and vote on content everyone on the Web" but the main value of the latter one is to allow users "to collect and important links they have discovers and used to revisit." In other words, individuals get to access and personalized their news items, this create attribute of social news site that gives the freedom which creates values to users. These sites gives individuals to know websites that a large number of people have already found; some told social news sites have changed the concept of newspaper nowadays and are ruled by the "wisdom of crowds", due to the fact that the posts are personal and target news and they reacts to users by putting the audience in the center via active discussions and which reacts on how readers interact.

Media-Sharing sites

For example, YouTube and Flickr are places where persons can upload, store, and share their multimedia files, for example photos, videos, and music, with other users. There are different choices through the engagement to these websites, because these some platforms within the social media sets has always been a strength to online societies, as they provide users choices to provide their own podcasts with cheap technology and to propaganda their identical channels via subscriptions. One of the major items of these media-sharing sites has to be highlighted for the tagging. "A tag is a word applied to a piece of posts that helps describe it", which means that businesses have to acknowledge the improvement of the search words on the search engines.

Blogs

A blog is an online journal which is as refer to a type of content management system (CMS), typically used by individuals or groups, and featured articles and ideas for a larger group of audience. Blogs create best hubs for other social media marketing tools (videos, hyperlinks, pictures, and so on), because they can be joined into the platforms and pictures; and blog software provides a variety of social features such as comments, blogrolls, trackbacks, and subscriptions. On the other hand, Max has placed due to fact that blogs allow anyone to create and to join multipurpose conversations online, where various bloggers have no editorial presence and have access to the entire Web; therefore, their reviews can affect personal, products, or brand reputation to harm.

Microblogging

Microblogging is a real-time information network, which is similar to blogging, to limit the size and includes various photos of each post and create a quicker mode of communication. Microblogging allows users to maximize their long texted messages via instant messages, mobile phones, e-mails, or the Web. For example, Twitter, launched in 2006, is one of the prime and leading microblogs that currently has over 200 million users as of 2018 and handles over 3.2 billion different queries per day. Therefore, Twitter provides companies with due weightage via Internet traffic by creating a fan following on online communities, as users get the core and little information through short-texted

posts. Many organizations are using Twitter to tap into the business prospects, impactors, and customers; and this led to, businesses are able to take benefit in relation building, achieving on-line and offline marketing aims, and brand building etc. Retweet is one of the best way and access to marketers, in which people can copy and paste what others have posted onto their Twitter areas. Adding, the certain tweet gets to spread virally in a fast pace.

Social Media and Marketing

The evolution of wireless services started which helped to interact with the customer properly and easily through the use of different channels like television, radio, newspaper, advertising, etc. This has helped to reach mass media and provide various control and other measures that would create a pool of customer that will help to manage the need of the customer and ensure all the irregularities are solved and catered to. There is need to socialize with the world through various means like Facebook, Twitter, Instagram to publicize photos and create various platforms to receive reviews and comments that lead to marketing and various other properties that can lead to easy access to website that provide favourable reviews and different positive comments and other reviews that are used by customer to spread positive word of mouth so that customers get attracted with the reviews and tries to buy goods and services and this lead to a chain of command that can expand profits and synthesize goodwill to the company.

What makes social media marketing special?

To cover the improper advertising budget that companies sometimes encounter via the traditional channels, social media marketing might be, better easier and more effective for small and medium-size companies to take greatest advantage of it. While social media marketing is a developing technology with good potential, and expanding role still reminds the same – defining the target market, communicating with prospects, building loyalty, customer engagement and other options that has proposed few reasons to tap into a solid social media ploy in addition to the traditional ones, which are – facilitated in natural foundation of new content, increase in traffic numbers, strong relation development, as well as a cheap way to traditional marketing. Unlike the traditional advertising, individuals in the social media era have access to contents that are not necessarily trapping with commercial intent therefore, if a person like a content, he/she is likely to pass it on to their peers, families, via social sites, then content will be spread out quickly without interfering with traditional marketing. Social media provides various choices to achieve places, once company has established its presence as a community participant worth following, eventually others will be likely interested in what it shares and pass to the appropriate ones and in the phase of the new marketing era, bringing the brand to alive depends only upon the engagement within communities as a result if company is definitely paying attention to the members of the community, a good relation can be built by placing time gap to respond on feedbacks and objects. Therefore, there are many fashion brands in the marketplace are taking social media marketing as a vital component in their businesses, in which they look at effective ways to a more detailed understanding of their social media fan following. Nike has been putting more marketing muscle behind its digital campaigns, for example by taking social media marketing, to claim that online channels are more valuable to its business strategy than traditional advertising.

Social Media: The New Mindset

In order to gain a good position in the transition from traditional marketing approach to social media marketing, marketers will have to, firstly, change their various Social media platforms has greatly improved the way of segmentation in placing marketing strategy, inspite easy identified people such as age, gender, or income are relatively less important, it groups people by what they do, think, like, and dislike, and important placing together their behaviors, also known as behavioral targeting. Many marketing experts have told that since marketing via social media is rather about receiving and exchanging perceptions and ideas, which makes social media marketing is creating long one dimensional but a two-way process engaging a brand and an audience as well as a creating to increase express posts. Sometimes, post is a critical factor in taking an effective marketing via social media companies seem to know challenges in creating original content, having time to create it, and finding high-quality content has asked that with social media, the content of advertising and branding must be provided as relevant value-added content that is more about consumer, rather than placing brand placement. When companies help their customers through social media outlets, it is more likely to build a long-term relationship, which will in turn aggravate benefit of the brand awareness and growth with social media, company is able to create the platform of true interactivity; there are various platforms that is undoubtedly an outstanding case, which has confirmed surpassed customer expectations when it comes to putting a customer first; because to promote coupons and other promotional offers their traditional financial offerings on the community, the company has been knowing their consumers and their concerns and needs while providing information about their services. Social media platforms serve as a tool for consumers who may not have an opening or support system opinion and other valuable creations to find one another; brands like Nike and Adidas have demonstrated how valuable social networking sites can be for placing people who are facing similar daily problems. In the last chapter about the course of information search and evaluation in decision making process, it has created that individuals are likely to find information that is consistent to their initial thought, and to properly refrain those that encounters with it; as a result, social media in today marketing provides lodging to interact individuals who share same interests and backgrounds, which led to consumers, these areas serve as an vital mechanism to select of needed knowledge among the various information.

CUSTOMER ENGAGEMENT

Nowadays, with all the choices available for the consumers and the facility to seek a wide range of goods on the internet, loyalty has become one of the biggest problems for a company. Retaining customers is cheap and more reliable than trying to know customers. But this is a real problem for the companies, as because of the internet, it is easy for the customers to search and seek offers that can serve their interests. The customers became ticklish and try to demand more. It means that to be successful, a company has to create "an engaging long-term relationship with the customer"

The concept of customer engagement has many angles. The term engagement can be used to define several different aspects, as "Customer marketing, loyalty, satisfaction and retention practices". According to a study from World Bank, "engagement refers to the prospecting of experiences that give companies to build deeper, more easily available and sustainable interactions between the company and its customers or external people"

We can comprehend that from all these definitions, customer engagement is a relationship between a customer and a brand, made into an active participation from the customer and a creation of experience from the brand, in order to make the customer buy the brand's products. Many organizations have a opinion that a successful customer engagement plan transforms them from being a exact provider for the customers to being a real buddy. It means that customer engagement is much more than offering best quality goods to customers; it evolves into managing a real relationship with the customers.

Why should companies engage customers ?

Customer engagement can be called as a method where customer interacts directly with a brand; it's the opportunity for creating potential lasting customers. Some of these methods might include:
- Social media, such as Facebook pages, Pinterest, LinkedIn, and Twitter – has a page that contains information about your product or service, including promotional campaigns, that will provide coupons for new products, product information, and/or detailed services.
- In-store campaigns that might include goofy tables, a type of black special energy that Walmart called to do to bring customers to a useful department, whether it is a twenty-minute marketing on a popular item or a discount on a novel item
- Smartphone devices – with the different apps, a company can target consumer's Galaxy phones, Airpods, or other phone devices for a more unique, customized and great experience.
- Targeted campaigns are meant for getting towards the customer's location, number of reports online, previous purchase experience, and customer review.
- Direct interaction with the customer that includes, face-to-face contact, mobile interaction, or Google Duo and IM (instant messaging).

Having contact with your customer through the stated places is important to seeking what your customer wants, when they need it, and where they need it. The importance of great customer engagement cannot be impacted enough, as it creates and fosters:

- Trust
- Commitment to excellent service
- Better communication
- Healthy customer relationships
- Valuable customer knowledge
- Customer loyalty

Engaging the customer is mandatory in the start of an organization growth. Word of mouth spreads in the way like there is forest fire when it comes to a customer's experience. If there are problems, questions or other issues, ensure your customers have a face in which to contact. If you are online, have start beginning messaging so that a customer is helped instantly.

Touch Points

Brand touch points are the points of connection between a brand and its customers. There are three places of categories: pre-purchase, purchase and post-purchase. The pre-purchase touch-points can be "web sites, word-of-mouth, direct mail, research, sponsorships, public relations, and advertising". The objective of pre-purchase touch-points is to provide brand awareness. The connections should be to create make the potential customers become known of a brand's products. Through pre-purchase points, organizations are trying to maintain new customers. This stage mandatory in the customer purchase decision making as it is at this point that the customer will bale to understand if the brand matches his needs and wants. The purchase places can be "direct field sales, physical stores, and contact with customer representatives". These places are important to create trust between the customers and the brand and to provide them to know that they have chosen the right brand. The post-purchase attachment can be "loyalty programs, customer satisfaction questionnaire and warranty and discount activities". These points are really mandatory as they are the ones who can provide customer engagement. Through the post-purchase touch-points, brands can "increase the people experience", to build brand loyalty. This stage allows the brands to retain their customers, and to maintain relationship with them. This is where the brand becomes more a partner than a complex provider. A bad post-purchase connection can make customers know the buy was all the brand build about. A good post-purchase interaction maintains the relationship between the brand and the customer.

Tools of Engagement

They are listing five tools that will be described below:

The first method is being available for customers at all the time. Providing need, information and services at any time the customers need to, will make them genuineness of the company. The company will be made as being helpful and caring about its customers, in the traditionally available at all hours of the businesses. It can also refrain the customers to purchase from the opposition, if the competitors give result before to their questions.

The second tool is to have a lot of understanding with customers through various applications. Some of a organization's customers may prefer to communicate via emails or online chat, while other of the same organization's customers may prefer communicate via phone. It is mandatory for a company to fulfil its customers' needs and desires. According to various economic channels, the companies that are find through many communication channels are more likely to provide good and strong relations with their customers. Companies that use these tools of communication to dialogue on one to one basis will certainly engage their customers by having a true relationship, and being a real partner.

The third method is to look the way of contact to the customers. For a same company, different customers can feel interested by various way of contact. Some customers might more feel special by social media, for instance, and others by human contact. By giving more scope to the methods of contact, a company will have more chance to reach a larger number of customers.

The fourth tool is listening and learning. Listening to customers review is important to engage customers. And enhancing services or goods following those feedbacks will make customers feel understood by the organization. It can permit a company to solve an issue or to better design a service or product that will better answer to customers' needs. Different companies have various products or services for different targeted segmentation. For instance, a company working in many different nations should listen to its customers to adapt its products or services to every cultural norms and practices.

The last, but not least, tool is given by various financial units operating in different countries is to "deliver customized responses". If a company gives similar answers to its customers' questions, the customers will not react. Persistent, customized, and immediate answers engage customers by making them providing helped, listened, and important for the brand.

<u>Metrics- How to measure the engagement</u>

The difficulty to determine the engagement is one of the greatest barriers to synthesize a good customer engagement ploy. Thanks to the internet and the social networks/medias, it is now possible to rationalize how reactive are the customers and how efficient are the Customer Relationship Management (CRM), by listing how many of them appreciate the publications, share them, comment them or talk about a brand using comment. The usual way of measuring and managing customer engagement was to provide customer surveys. This metrics is complex and has a very time long to achieve.

Thanks to Google Analytics and Google Adwords, a company can analyze the customer engagement rate by looking at some data like click-through rate, duration of visits, percentage of repeat visits,

- ☐ Click-through rate: This method is "a ratio showing how often customer who see your ad end up βψ clicking it". It calculates the "number of clicks that your ad have divided by the number of times your ad is shown". This measure is useful to see if ads or keywords are working well, and if they are important, or if the company needs to improve it.

- ☐ Average session duration: This metric calculates the average time a user spends on a website, during his visit. It is calculated by dividing the total duration of all sessions (in seconds) by the number of sessions.

- ☐ Average Time on Page: This metric is slightly different from the Average Session Duration as it calculates the time a user spends on a particular page of a website. What changes from the Average session duration is that for Average Time on Page, the time spent on a specific page is calculated taking into account the next page view.

  ☐ Percentage of repeat visits: To calculate this metric, a company needs to divide the number of return visitors by the number of total unique visitors in a period of time. This metric allows a company to know if its campaigns are working well or if it needs to be improved.

  • Another metric to calculate customer engagement is the customer churn rate. The churn rate is the percentage of customers that ended their relationship with a brand. The higher the churn rate result is; the more clients have ended their relationship. The churn rate is calculated monthly, quarterly, or annually. Most of the companies calculate their churn rate on an annual basis, but some others calculate it monthly, post is a critical factor in taking an effective marketing via social media companies seem to know challenges in creating original content, having time to create it, and finding high-quality content has asked that with social media, the content of advertising and branding must be provided as relevant value-added content that is more about consumer, rather than placing brand placement.

  •

-

They define the four I's:

First step: Define
Firstly, the company has to understand its personal style, which are its target audience. Secondly, the organization has to define the aim of every personal division. Thirdly, it has to seek how it can conform the customers' needs. And finally, the company has to define metrics that are important enough, to calculate the customer engagement.

Second step: Audit
 Then, the company has to audit various metrics, to verify if they are available data matching to create these metrics.

Third step: Assess
The third step is to estimate the value and the cost of these metrics.

Fourth step: Prioritize
The last step is prioritizing the metrics in way that the budget and the time the company has, and then dividing them in four groups:

No Brainers- Insight rich and easy to obtain

Plan ahead- Insight rich but complex to uncover

Why Not- Generally beneficial and easy to access

Throw Away- Meager insight and readily available

There are lots of measures available to calculate customer engagement thanks to the Internet. Despite this, accordingly the companies and the industry, there is a fact that all of them are important and every marketing team can be able to coordinate and compare the data. With the demonstration of Weaslely. all the organizations can assess the engagement of their customers. The companies have to make alternative the metrics that are the most relevant for them, and not very expensive. For instance, a body deodorant shop can measure engagement through loyalty cards registrations, a website can apply the registration to companies and the percentage of returning visitors on their websites.

CHAPTER 1.2

OBJECTIVE OF THE STUDY

Purpose of Study

Consumers and businesses around the globe have been more connected than ever before with the presence of Internet.

Assessing the customer engagement is a relatively general and large topic, which it would be challenging for the researcher to gather, measure and conclude all the important data and seeking into one research; thus, the researcher has putting down the focus in alliance with the settlement making process, which associates with marketing through social media. The goal of the research is to explain why, when, and how social media has aftermath on consumer resolving making process. Besides, perhaps, with this particular outlook the research holds, it can help to identity what are the choices and pitfalls companies are facing with this effect on consumers' decision making in order to seize and cuddle the possibilities in the new marketing era and it will have a best prospect for customer engagement.

Objective of the Study

It becomes important to highlight the significance of an active online participation and communication management as this would create curiosity in the brands activities which will ultimately have a positive impact in creating brand trust.
As a result, the research deals with 3 broad objectives:
1. To find out which types of posts: content or media type encourage customer online engagement.
2. To examine the factors that influence customer online engagement.
3. To analyze the relationship between social media marketing and customer engagement.

CHAPTER 2

LITERATURE REVIEW

<u>**SOCIAL MEDIA AND CUSTOMER**</u>

<u>**Social media as a mean of giving consumers a voice**</u>

Having told the possible components involved in the consumer decision process, the nature and the substance and gist of social media, as well as having a brief discussion of the important features in various social media outlets, the researcher convinces that social media is an important touch point in today's consumer decision process, from stage quo to the stage of post purchase; likewise, companies are engaging with the purpose of creating brand awareness, engaging their existing customers, improving people traffic to other marketing properties and growing channel number. The following section discusses on how consumers are impacted by social media, and identify which would be the considerate and middle phase of the purchase process that marketers should utilize into. Regarding the information processing theory of consumer choice, it is mentioned that there are huge amount of advertisements rivalry with each other in order to grip firmly individuals' attention and the that human beings have an impactful limited brain capacity in processing information; therefore, it is a competition for each distinct message to get heard above the din even if marketers have the right. Each of the social media platforms plays a role in giving out, receiving, and exchanging information without any boundary restrictions, and as mentioned prior that social media enables two-way flow of information. Since the flow of communication does not exactly effect how companies can access their targeted groups, but also it impacts throughout the entire settlement process, from interpreting the message, searching for available choices, as well as actions to be taken out in the after the purchase; hence, it is mandatory to denote that message rejection, misinterpretation, and misunderstanding are the possible danger in the ongoing communication. In relation to social media marketing, the biggest fear of companies and brands is to give up the control over the content, and the frequency of information; however, it is essential for marketers to realize that evaluation and discussions, as user-generated contents, serve to demonstrate a company's transparency. When Flipkart started inviting individuals and users to give their reviews, there was nothing halt the trend; that is, the communication in present-day has drastically altered into a medium that is composed of billions of people who can actually contribute or belittle from a marketing message. Consequently, comparing to offline traditional marketing channels word-of mouth only relies on social media outlets in this digital era due to the message that websites allow users to create their own simulated spaces in which guidance and ignite the word-of mouth. Conversation in traditional media is one-way: the company asked and tells, an audience listened. Mass messages are filtered through opinion leaders to the mass audience, in which review leader is very hard to be recognized since they are not formal experts and do not access and provide advice but have a certain degree of influence on consumers. According to Youthman and Catkery (1965), the details is channeled to the masses through opinion leaders, who have a more educated and helps in understanding of media content, explain and diffuse the content to others. Listeners give subsequent reviewed to the opinion leaders. . Sometimes, post is a critical factor in taking an effective marketing via social media companies seem to know challenges in creating original content, having time to create it, and finding high-quality content has asked that with social media, the content of advertising and branding must be provided as relevant value-added content that is more about consumer, rather than placing brand placement. According to requirement it has put forward that online communities have bridged the communication gap between brands and consumers, and conform this type of communication flow develop a web communication between customers and opinion leaders in which spins around the brand. This has presented a new telecom metrics indicating that the freedom of social media platforms has increased consumers' ability to communicate with one another, in which has deeply impacted consumer behavior, and has conform consumers with power they have not before experienced in the marketplace. Therefore,

information and reviews are constantly spread among the online communities and individuals are able to access to the information easily. Before having known and considering that an average Internet user has 987 social ties (Hanuytr 2015), as a result, word of mouth is definitely task much easily online contrasting to offline. Most of the diffusion attributes alliance with marketing have told and speak about that the process in which a social system adopts an innovation is largely based on connections among discrete adopters; in this regard, consumer's decision to perform an action may be affected by the decision of those around them. During the phase of information acquiring in the decision process, consumers are affected by external and internal source of information have explicated that internal sources of details are prior adopters of the innovation and creative who can estimate potential adopters by digesting, assessing, filtering personalizing, and spreading word-of-mouth and functioning as good models in the market.

Individuals were likely to use the same simple media channels to know about poor products or best ones from others who had firstly encounter, however, the arrival of social media has expand the situation in nowadays; that is, with least expensive and quicker technology, the extent of communication travels farther. He further analyzed the dusting situation with an instance of a search for a company (Infosys) on Amazon between different time period, in 2009 and in 2016. As the discovery provided by Taylor (2014), there are online platforms committed to letting consumers fight back or rant about poor products or services, for instance microblogs are now media for compliments about services or goods or vice versa, and more than half of Amazon's customers come from in other words, B2C communications can be spread positively to company on the website. During the phase of mass communications, marketing boss Pouit Justin says, 'Poor news travel faster than good news', therefore, it is not hard to picture the speed of bad news travel in present-day is in a intimidating fast speed, as social media offers everyone a choice to their own message delivery systems, in which enables people to share and link posts to one another. If the positive press is highly popular, consumers may likely to look to a competing brand that is not facing a bad press while marking the buying decision. As a result, social media platforms have added more perspective to the communication, rather than having most of the messages flowing from the companies. As a matter of fact, the aggravating of social media is a double-edge sword. While social media has overpower the consumers due to they have access to valuable details which previously was not available for them, has increased information flow, as well as has allowed discussions happened in world, yet social media has also offered marketers with the tools to better target their consumers more effectively, to manage relationship among groups of consumers, as well as to know new turns and chances. Indeed, the comprehensibility and availability to information has resulted changes in people attitudes substitutes, which eventually leads to new needs and purchasing behavior; it will be further discussed.

The Influences on Decision Making Process

As the business world centers around helping and loving customers, CMOs are optimistic that social media impacts sales, brand awareness, and loyalty; as a result, social media data effects their settlement while making planning or forecasts. According to social media marketing industry metrics, the social media domain is not best example in which marketers are increasingly liked and 78% of them place high value on social media of their businesses. Social media, as a novel domain, has further make difficult the time-honored purchasing behavior process theory wherein the purchasing point of view are not affected merely by the traditional channels but enlarged to the online platforms. Preferences and decision marking are put out and depend upon the inputs provided by parties beyond the control of online marketers, such as peer feedbacks, referrals, blogs, social networks, and other forms of user-generated content. have put forward an innovative by the Wall and Hamper domain, due to the increasing usage of social media. There are various propositions made within a traditional shopping environment, consumers are most likely to be affected by the traditional marketing mix (e.g. ads on radio, newspaper, television, and so on) and various not properly explained stimuli (e.g. values, societies, people, perspective, and so on); however, with social media and Web 2.0, it extends to online marketing mix (e.g. emails, banners, cooperate websites, and so on) and the social media linkage, which are far beyond the marketer's control. Since the contents on social media are rather uncontrolled and neutral, according to Vishbui and Pctyurc (2016), consumers are turning more regularly to various types of social media to conduct their knowledge searches and to make their buying decisions. Feedbacks and user-generated contents such as rate movies, books, music, and other things on social media are involved a high degree of personal taste and subjectivity to users, in which these feedbacks have one most important ascribe that gives their effect on consumers' buying decision trust. More than a quarter of social media users say they are more likely to pay attention to an advertisement shared by one of their social connection. More often, more than a quarter of consumers are better with watching ads on social networking sites tailored to them based on their profile information" (Max Weber 2018); that is, individuals tend to know these posts so as to filter, distill, and subjectively analyze the various levels of information. Regarding the phase of marketers tapping into the purchase process with social media, Egeleds (2015) has presented the operant conditioning funnel model as an indicator of how social media has affected on and in comparison to traditional media, since social media connects with and involves consumers from awareness all the way through consideration in which at the same time gears popular and consideration instead of stirring up a purchase from the awareness angle. Yahoo (2017) conducted a research in U.K, Mexico, Italy, Germany, Australia China and Paraguay making alliance with the customer journey to online purchase, the research has shown different marketing channels influence the customer at different points in the path to purchase. In all the targeted countries, social media serves as an important channel in which to build awareness, consideration, and intent earlier in the buying funnel. Researchers has also stated that there are many brands to fight for attention, therefore an interesting blog post or a good video on YouTube can be the stage quo in which a first customer pays attentions and gains awareness of a product or a service. During the stages of consumer decision process, social media is applicable as both a fast and as a meaningful. As indicated before, one of the most important assets and aspects of social media is in creating and maintaining a feedback loop, as the conversations are more dynamic and flow in two-way. The difference that social media has affected on the buying funnel is the availability and diapositive of factual data generated by current customers for the benefit of the next wave of buyers and prospects. Although there is an obvious decline in the usage of traditional channels both from marketing and consumer angles, traditional media still takes a part of the picture in terms of instantly explaining and developing awareness. Furthermore, Researchers has developed the importance to denote the role of the social feedback cycle as a purchase

verifying tool that is consumer may seek out a particular goods or service and various traditional channels like television, radio, or magazine, and then consumer can approve it on Internet. It has generated contents; that is, the post-purchase conversation is created up and verified via the total witty of crowd. Word of mouth is self-generating, self- contained, and it is cheap, besides it is increasingly exhibiting itself through social media, where it spreads both various places and faster. They have suggested the phenomenon of people liking to provide feedback about products or services and capture in word of mouth is due to the basis of Wisdom guides to restaurant, and it expects consumers to refer on anything from cruise lines to blender; as a result, customer feedback becomes particularly important and word of mouth has become an attribute of a product. In contrary, the exposure of an advertisement in traditional media is limited to the direct or pass-along readers. It is referred to that the delivery of word-of-mouth is aa best way to make decision easier, instead of confusing and low trustworthy information in the form of traditional publicity. The Social Web has had a pronounced effect on how people review their method to gather trustful information, to find and obtain a more range of products and services, and to speak with others about actual experiences both prior and after purchase.

Ways to Engage E-Commerce Customers

1. Enable Customer Feedback and Allow for Reviews

The best way is to let the customer speak about the product and companies can handle about the various problems and develop solutions on the various feedback that customer give on the social media channels. This shall attract various good reviews about the company.

2. Pair Requests with Rewards

One good way to prove that your listening is to award customers for their feedback and opinions. People like free goods, so that's a good reward for using this method. You can have personalized pops, campaigns and emails to have reviews from your customers. You have to give weight to ecommerce personalized to give their feedback with coupons, awards, or offers.

3. Provide Access to Information

You can have these facts to customize your customer engagement in ecommerce by giving your visitors with a portal that give away various resources possible. This could include everything from purchaser guides to an FAQ source.

4. Immediately Engage Unhappy Customers

It is bad to hear that customers who are unhappy do not always let companies know before deciding to take their business anywhere. They do not say anything to customers. Therefore, you need to engage unhappy customers before they leave your company for good. You can do this by providing feedback with every transaction and enabling those channels that are given.

5. Increase Account Creations

Providing customer accounts will surely improve your ability to engage given customers. The problem is that most people would make purchases by not opening accounts. While they give you gains, they do not help you improve your customer engagement on your ecommerce platform. The key is not to look for that account asset there only. Wait until they make that first purchase *and provide* offers that opportunity to start that account. At that point, you have earned a lot of trust, and they have proven they like what you have to offer and want more such offers.

6. Offer Loyalty Programs

If we talk about offers, various way to create going engagement with your customers is through loyalty programs and reviews.

7. Keep Track of Significant Days

As mentioned people like to be treated as individuals first and then should be given importance. You can offer your customers this personal attention by providing them on their birthday, anniversaries, and other special days. This kind of ecommerce personalization is great for engagement because it's known that the customer is being treated as an individual. At the same time, they may not have buy and purchased from you

on that specific day had it not been for your outreach. You can offer them a special coupon, a certain percent off their purchase, or provide any other promotional offers you can come up with.

Impressive Customer Service

Businesses have always work for improving relationships with customers, and social media provides a better way to do this. Organizations can improve the way they fulfill customer needs through a transactional website presence. This will help you properly engage with your customers and market. Instant is a big feature in social media, providing exact access to what you're doing. Social media gives you the instant ability as a business to easily respond to positive customer queries, while at the same time make it easier to see and respond to those negative comments. This gives you get an instant reaction to help your customers, and you can develop a great strategy to respond through these platforms. When everyone will be using these websites, it makes sense to respond and reach customers this way. Consumers will like that you've taken this way to engage with the brand.

Creating Community

Your clients and customers are more important that they're part of your community. Your clients have found something good in your brand they relate to. This is why they love you. You want to grow that community in additionally by creating loyalty within it. Strategize how you can improve your followers and ensure each of your pics are more and more engaging. Offer fun, scares, and useful content that your audience relates to. Initiate conversations, whether it's by commenting on the pics or posts or tagging a friend. Social media helps your brand gain trust and build credibility. Think of your social profile as your starting point. Always post good content to grow your business and keep the community that likes everything you do.

Better Understand Your Customers

It is hard to get customers to purchase from you if you don't know who your customers are. Whether you use surveys or interviews that are personalized, create a social media plan that allows your business to better understand the people you're trying to come forward to. Social media makes it easier to find out what your customers' needs are. Use your sources and information to customize your brand to them. Many people will like social media helps them decide what to buy. If your audience give a thought to social networks when shopping, it makes sense to get to know them through these posts as much as possible. Target what your audience loves will make them more interested in purchasing from you. But this is not a one-way street followers that will reach out to brands through social media.

Influence Buying Decisions

We said how customers agree social media is an impacting factor in their purchasing decisions. If your profile does not have content or you are not on the platform you will reach on an uphill when it comes convince your audience to buy from you. You need effective content that will be liked by your customers. In the digital age, you need to go online. Social media impacts brand reputation, so much so that it affects the buying decision. A great social media presence is useful for tangible e-commerce results.

Stronger Brand Perception

An active social media presence enhances how people check your brand. Enter positive customer reviews, feedback, and reviews to boost e-commerce conversion. Make it a part of your plan to include product reviews and user that give content. This gold-mine tactic is one customer like and enjoy, because they recognize themselves in the content. Social networks act as a channel to online shopping, enhancing the best and greatest of your brand. People have been talking about you. Social media puts you in control of your brand's narrative. Make it as a weapon. When your audience sees a supportive response, they are provoked to find out more about you. Customers value credibility and this builds healthy relationships.

It's about More Than Selling

If the purpose of your social presence is to sell, your followers and customers will see through this quickly. Social media is better portal to e-commerce. You want to engage with customers on another level, one that isn't just about purchasing.

People use Instagram, Pinterest, and other platforms for creating anxiousness and a social touch. Share your brand, its interest, and relatable content that is shared with your customers. Consider social media beyond its selling potential: It is a way to engage with your audience and a tool to play up the great material that shows off your brand. You don't have to do it all solo either create is greatly helpful. You're building a connection with customers, and you want to pamper a good relationship with them. Don't be active only when you're trying to sell.

Platform Purchasing Techniques

Using a diversity of networks is important because each one is created with different end goals. Maximize your outreach possibility and get the most out of each platform. Not only can it increase the sales process and allow more good interaction with customers, using each platform allows you to create your strategies and complete sales in multiple ways. Facebook, includes built-in tools for event promotional offers and coupons and is great for highly targeted advertising. Instagram is largely considered the millennial go-to, with its varieties calls-to-action and best visual content. Each platform has its own benefits that engage your customers to buy.

Promotions and Discounts

Social media is a key platform for entering discounts and best content, and both methods are big benefits for e-commerce users. Create a ploy that addresses the purpose of your promotion and your last goal. Increasing sales, clearing old inventory, and awarding customers with gifts are just a few considerations, and your fan following will be looking to your social media accounts for these. Social media provides new means of exclusive means to customize your needs. Bring your flash sales, vouchers, and limited discounts to different channels. You will easily and quickly find how engaged, interested, and loyal your audience is.

Expanding Influence

Use social media to increase and give them attractive prospects. Accordingly place your digital footprint on networks that will continue to build your presence. Adding the above factors, such as building community, engage with the audience, and providing great customer service, make your business better reach to customers. You're more likely to enhance your brand to a wider range of people. Social shopping creates a great e-commerce opportunity, and social shoppers are everywhere and anywhere. You will be able to raise your brand's visibility, and social media presents a chance to do so.

Customers follow you for promotion, feedback, customer service, and entertainment. They will be more likely to make a purchase based on social media referrals and campaigns. The fruitful ploy will be to give you wider influence to reach more people. Use this to your advantage and make a long-lasting impression.

Relationship between social media marketing and customer engagement

In the case of communication catered toward relations through Social Networking Sites, the commitment of users to SNS pages leads on to the cultivate the better of relations. Through participation in conversations on the SNS page of a company (e.g. commenting on the company and its products, providing thoughts and support and criticism, sharing information with social connections), the online stakeholders make direct commitments with the firm and other consumers. Customer engagement in the field of relationship marketing, have various cultural commitment to incorporate the relations established between buyers and sellers, but also any possible combination between potential and actual clients; non-clients; society, in general; and sellers, in other words, the stakeholders.

SNSs offer possibilities for this participation that develop trust, goodwill and commitment to form relations between individuals and organizations whether they are of whether those same individuals acquire them. Interactions are the means to synthesize engagement, the outcome of stakeholder participation with products, services and activities (Configuration of various terminologies)of the firm. These interactions would not take place, without the existence of client participation and involvement.

Long term customer retention is not only built and achieve by direct sales, but also through other integrated communication channels with customers, such as e-mail, social media or virtual communities. Individuals are no longer seen as the passive receivers of marketing actions from the perspective of customer engagement, but increasingly as gaining active participants in interactive processes of cooperative creation that generate value. It has led to various suggestions that client commitment generates enhanced organizational performance, including increased sales, superior competitive advantage and profitability . Social media marketing not only enhance the existing firm to customer and customer to firm relationships, but also create new variations on conventional options, increasing the ability of firms to interact in firm- customer dialogue, strengthening their communications. There are fundamental changes in the case of increase of contact, volume, speed, and nature of these interactions.

CHAPTER 3

RESEARCH METHODOLOGY

Need of the Study

The objectives of this research are twofold – first to know out the components and variables involved in decision making process; second to seek the changes that social media has brought to the decision-making process, in which, mandatory by extensively seeking the change between marketing through social media and through traditional ones. This research hopes to provide a lucid, and perhaps a better, understanding to both consumers and organizations of why, when, and how social media has affected on decision making process. It may also provide possible intuition for companies to know the perils and chances in the new marketing age.

In essence, the dominant approach of this research involves the development of a theory that is exposed to a rigorous test, where the theoretical framework provides the basis of explanation, permit the anticipation of phenomena, forecast their occurrence and henceforth allow them to be controlled. Secondary data theoretical framework serves as the basis for this research, and primary data aims to give away the goals stated in the research and to provide evidence in supporting the secondary data. The primary data of this research were collected through questionnaires from individuals in New Delhi.

Theoretical part is about the steps and parts and different components making and constituting the consumer decision making process has demonstrated a systematic approach in purchasing stages of the individuals that shall engage in a potential market transaction before, during, and after the purchase. On the other hand, it has also identified the essence of social media marketing in which has illustrated a clarification on the change of the nature in today's marketing approach, and its effects on purchasing decision.

The empirical part focuses on seeking out how individuals in New Delhi gather information on social media before making a buying decision, the actions taken out after a consumption, as well as what are their perspectives regarding the new marketing era, in particular with social media. By getting a general outlook on the current buying attitude in New Delhi, this research also aims to provide new intuition regarding the affects of social media on different demographics (age and gender) in the decision making process.

Methodology

Again, the aim of the survey is to find out how, why, where social media has influenced individuals in the process of decision making, as well as, making us to identify new intuition that companies may take advantage of. The survey was carried out in the form of questionnaire. Since there was only one chance to collect the data, the researcher had to identify precisely what data is needed, and to frame the questionnaire so that research objectives could be met. The questions for the questionnaire were framed and created closely upon the theoretical framework – decision making process, information processing theory, and social media marketing, which has been discussed thoroughly in prior preface of the research. In order to ensure respondent properly understand the questions in the way the researcher intended, the clarity of the questionnaire structure was the most important factor. Since the researcher had to keep an appropriate length of the questionnaire, thus, not every theory discussed previously could all be included in the questionnaire. The logical order of the questions was structured mainly based on the methods carried out during the decision-making process problem recognition, search of information, analyzing of choices, final decision, and post purchase behavior. Components of information processing theory were involved in the questions as well. As stated in the beginning of the research, the researcher tries to objectify how the social media has made a large impact on customer engagement therefore, they are many questions given to individuals beliefs and attitudes, which are expressed in the form of different questions. Considering the matter of objectivity, the use of close questions was important in order to allow statistical conclusions to be made in a relatively objective manner; in the same way a few types of questions allow individuals to develop own responses, and may reveal attitudes or facts.
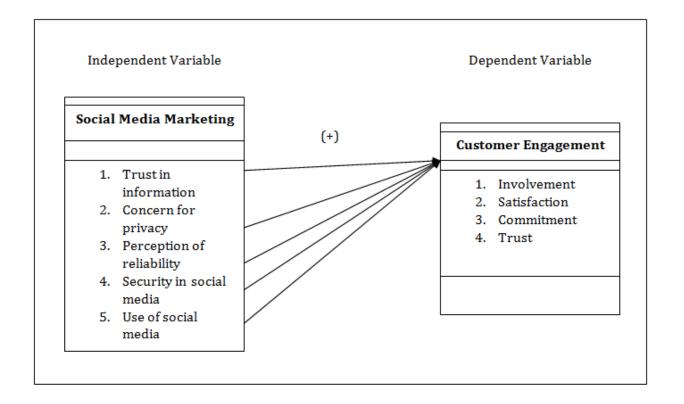
Hypothesis

Relationship between Social Media Marketing and Customer Engagement

Social media marketing and customer engagement has been paired rarely in the relationship marketing literature with very few researchers discussing one with the other. In the case of communication oriented toward relations through SNS, the commitment of users to SNS pages leads on naturally to the cultivation of relations. Through participation in conversations on the SNS page of a firm (e.g. commenting on the company and its products, expressing support and criticism, sharing information with social connections), the online stakeholders make direct commitments with the firm and other consumers. Customer engagement in the field of relationship marketing, not only incorporates the relations established between buyers and sellers, but also any possible combination between potential and actual clients; non-clients; society, in general; and sellers, in other words, the stakeholders.

SNSs offer possibilities for this participation that develop trust, goodwill and commitment to form relations between individuals and brands regardless of whether those same individuals acquire them.

 Therefore, it is hypothesized that:

H: Higher the influence of Social Media Marketing, higher would be the Customer Engagement.

Independent Variable   Dependent Variable

Social Media Marketing

(+)

Customer Engagement

1. Trust in information
2. Concern for privacy
3. Perception of reliability
4. Security in social media
5. Use of social media

1. Involvement
2. Satisfaction
3. Commitment
4. Trust

Tools of Analysis

Reliability Analysis The research used Cronbach's Alpha, as it is a commonly used measure of internal consistency (reliability) associated with scores derived from a scale. **Cronbach's alpha** is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A "high" value for **alpha** does not imply that the measure is unidimensional. Table 1, shows the reliability test with all values greater than threshold of 0.60. Hence, it can be concluded that the items reliably measure the defined constructs and variables.

Table 1 Results of Reliability Test

Constructs	Number of items	Alpha
Independent Variable: Social Media Marketing		
1.Trust in information	5	0.751
2.Concern for privacy	3	0.661
3.Perception for reliability	4	0.841
4.Security in social media	3	0.773
5.Use of social media	6	0.931
Dependent Variable: Customer Engagement		
6.Involvement	6	0.838
7.Satisfaction	4	0.891
8.Commitment	7	0.861
9.Trust	5	0.934

Correlation Analysis One of the objectives of the research was to analyze the relationship between social media marketing and customer engagement. The table below represents the correlation obtained from the data gathered for the research.

		Social Media Marketing	Customer Engagement
Social Media Marketing	Pearson Correlation	1	.442**
	Sig. (2-tailed)		.000
	N	150	150
Customer Engagement	Pearson Correlation	.442**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed). Source: Developed from study Accordingly, there is a fairly weakly but positive correlation co-efficient between the dependent and independent variables. Thus, the above correlation co-efficients are statistically significant (as values are above 0.05) and prove that the hypothesis is positively correlated.

Testing the hypothesis using Regression Analysis The study also used the ANOVA to test the hypothesis. The dependent variable for the study is the aggregated averages of Involvement, Satisfaction, Trust and Commitment. The reason for doing an ANOVA is to see if there is any significant difference between groups on some variables. Below given is the test result for the primary data collected for the study.

Table 3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.921	5	47.584	9.531	.000a
	Residual	718.909	144	4.992		
	Total	956.830	149			

a. Predictors: (Constant), AVG5, AVG4, AVG2, AVG1, AVG3

b. Dependent Variable: DV_TOTAL

Source: Developed from study

The F-ratio is the ratio of two mean square values. If the null hypothesis is true, the _F' ratio is close to 1.0 most of the time. However, a large F-ratio means that the variation among group means is more than what you will expect to see by chance. The output above shows that the F-Value of 9.531 with 5 and 144 degrees of freedom (df) has a probability of occurrence by chance alone less than 0.001 ($F = 9.531$, $P < 0.001$), Hence, there is a statistically significant difference in the two variables. Followed by the ANOVA is the model summary which is used to analyze the R and R-squared values:

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	R Std. Error of the Estimate
1	.499a	.249	.223	2.2343726

a. Predictors: (Constant), AVG5, AVG4, AVG2, AVG1, AVG3
b. Dependent Variable: DV_TOTAL
Source: Developed from study
The r-value represents the simple correlation and is 49.9% approximately 50%, which indicates a relatively high degree of correlation. The R-square indicates how much of the total variation in the dependent variable (customer engagement) can be explained by the independent variable (social media marketing). In this case, 24.9%, approximately 25% can be explained which is theoretically a low goodness-of-fit. However, since customer engagement is more of a psychological process focused on the emotional connection between an individual and an organization, R-squared value is expected to be low as human beings are simply harder to predict than physical processes are. As a result, a low R-squared value is not inherently bad.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

FINDINGS AND CONCLUSIONS
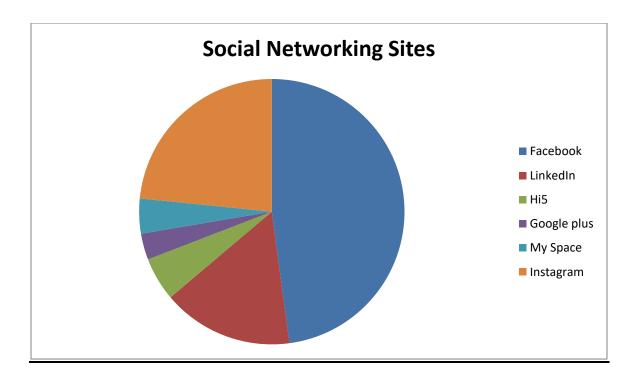
<u>Sample and Data Collection</u>

 The selected respondent was expected to state which type of posts' of the firm actually induced them to participate online, what factors influenced them to be actively involved and be aware of the firms activities and if these factors have actually had an impact on their purchase behavior in reality. This sampling unit was preferred because the research intended to gain an insight on the concepts of social media marketing and customer engagement. A sample of 150 respondents was selected using the random sampling technique.

A semi-structured questionnaire was specifically designed for the purpose of this research. It consisted of closed, direct and indirect questions. The questionnaire consisted of 3 schedules. The opening schedule consisted of statements relating to social media marketing and customer engagement. This is then followed by a subsequent schedule, consisting statements concerning socio-demographic profile of respondents; namely: the gender, income, age etc. The influence of social media marketing on customer engagement is qualitative in nature. Therefore, the responses to these qualitative questions were recorded on a five point Likert scale ranging from strongly disagree to strongly agree. Based on the constructive criticism and valuable advice given, necessary amendments were made to the questionnaire in due course. A pilot study was conducted to evaluate feasibility, time, cost, adverse event and to improve upon the study design prior to performing the full questionnaire and other research items. The questionnaire was then administered to the respondents along with a covering letter in order to obtain data. Firstly, the questionnaire was administered via e-mails to 50 respondents. A reminder mail was sent to them as initially the response rate was quite low. Hence, apart from mails, questionnaires were personally administered amongst the remaining respondents. The analysis was performed by SPSS 2016 trial version. Linear regression technique has been used to test the relationship between variables and to test the hypothesis.

Data Diagrams

SECTION A

Q1. In which of the following social network sites you have an account?

Social Networking Sites

- Facebook
- LinkedIn
- Hi5
- Google plus
- My Space
- Instagram

Q2. How often do you check your personal SNS accounts?

Usage

- Many times a day
- Once in a day
- 3-4 times in a week
- Once in a week
- Whenever needs arises

Q3. Approximately how many minutes on that day do you spent on SNS?

Minutes

- Less than 16 minutes
- 16-30 minutes
- 31-60 minutes
- 61-120 minutes
- More than 120 minutes

Q4. What category of products do you purchase frequently through online SNS?

Products

- Tie
- Shirt
- Pen drive
- Belt
- Cooler
- T-shirt
- Mobile
- Shoe
- Trousers
- Camera
- Laptop

Q5. How long have you been purchasing products through SNS?

Duration

- Less than 13 months
- 13-24 months
- 25-36 months
- 37-48 months
- 49-60 months
- More than 60 months

Q6. How much do you spent per year for online purchase through SNS (approximately)?

Money

- Less than 5000
- 5001-10000
- 10001-15000
- 15001-20000
- More than 20000

Q7. Which mode of payment usually do you prefer for purchasing products through SNS?

Mode of payment

■ Cash on delivey
■ Debit card
■ Credit card
■ Online banking

Q8. What is the source of information regarding the purchase of your products through online SNS?

Source

■ Advertisement on SNS
■ e Word of mouth
■ Other pages
■

Q9. Please select the electronic devices through which you access SNS regularly.

Devices

- Computer
- Smartphone
- iPad
- Laptop
- Tablet computer

Q10. Do you worry about privacy problem when using SNS?

Piracy

- Always
- Sometimes
- Occasionally
- Rarely
- Never

Q11. Which social networking site do you use the most?

Usage

- Facebook
- Hi5
- Instagram
- My space
- LinkedIn
- Google+

Q12. If you are on SNS, what do you usually do with it?

Work

- Sharing personal updates
- Photos
- Videos
- Communication with friends
- Playing games
- Getting updates

Q13. Will you stay on SNS for next 2 years?

Period

- Yes
- No
- Not sure

SECTION B

Q1. Gender

Gender

- ■ Male
- ■ Female

Q2. Age

Age

- ■ Below 25
- ■ 26-35 years
- ■ 36-45 years
- ■ Above 45 years

Q3. Education

Education

- School level
- Undergraduate
- Postgarduate
- Professiona;
- Others

Q4. Occupation

Occupation

- Student
- Businessman
- Government employee
- Private employee
- Professional
- Housewife

Q5. Please select your monthly family income:

Family income

- Less than 50000
- 50000-100000
- 100000-150000
- Over 150000

Findings

The data collected from various sources has revealed a lot about the customer engagement that get influenced by social media.

The findings which are reported are as follows:

1. Different customers have varied and similar response to a familiar problem that is encountered by them.
2. Within same age group the responses were similar about the use of social media.
3. The youngsters are at the peak of use of social media in every aspect of their daily lives be it purchase of any new product or using it for different research.
4. There is a lot of customization on some products in which each customers want to have a different look and different tastes of the product.
5. The transformed marketing environment has greater influence through different social media which exert a lot of influence on customers.

Conclusion

The social media impact on customer has changed perspective of in various ways through their engagement and alignment in developing new and unique attitude and habits in customer.

The conclusions that are observed are as follows:

1. Customer network assets represent the number and diversity of customer interpersonal ties, within his or her social network, which benefit the firm by increasing the reach of marketing initiatives and providing access to otherwise inaccessible customer groups or particularly influential groups.
2. Customer survey captures the creativity about the product that customer know about and help in development of novel ideas processes solutions to problems.
3. Customers are a lot influenced by social media and have changed its rules, behavior and choice according to the social media dimensions that are relatable to the present trends and attitude of customer.
4. Customers are using these platform to develop new ideas that they can be implemented in the future times to come to develop a unique proposition that will help them to develop their startup and innovative solutions to problems.
5. These social networking sites are enhancing the overall charisma and knowledge base and can improve the authenticity and diagnosticity of customer engagement.

CHAPTER 5

REFERENCES

- https://www.researchgate.net/publication/322316460_Customer_engagement_behaviours_in_social_media_capturing_innovation_opportunities

- https://www.emeraldinsight.com/

- https://en.wikipedia.org/wiki/Customer_engagement

- https://www.simplilearn.com/real-impact-social-media-article

CHAPTER 6

ANNEXURE

CONSUMER ENGAGEMENT TOWARDS SOCIAL NETWORKING SITES

SECTION –A

Please put tick (✔) mark for the following questions

1. In which of the following social network sites you have an account

   #Facebook   #LinkedIn   #Hi5   #Googleplus   # Myspace

   # Instahram   #Others (pl. Specify) _____

2. How often do you check your personal SNS accounts?

   O Many times a day   O Once in a day   O 3-4 times a week

   O Once in a week   O Whenever need arises

3. Approximately how many minutes on that day do you spent on SNS?

   OLess than 16 mins   O16-30 mins   O31-60 mins   O 61-120 mins

   O More than 120 mins

4. What category of products do you purchase frequently through online SNS?

   # Tie   # Shirt   # Pen drive   # Belt

   # Cooler   # T-Shirt   # Mobile   # Shoe

   #Trousers   #Camera   #Laptop   # Wrist Watch

   #Others (Pl. Specify) _____

5. How long have you been purchasing products through SNS?

   OLess than 13Months   O13-24 Months   O 25-36 Months

   O 37-48 Months   O49-60 Months   O More than 60 Months

6. How much do you spent per year for online purchase through SNS (approximately)?

   O Less than `5,001         O `5,001- `10,000        O `10,001 - `15,000

   O `15,001- `20,000   O More than `20,000

7. Which mode of payment usually do you prefer for purchasing products through SNS?

 #Cash on delivery   # Credit Card   # Debit Card

 # Online Banking

8. What is the source of information regarding the purchase of your products through online SNS?

 #Advertisements on SNS   # eWOM *(electronic Word of Mouth)*

 # Pages *(Information given on separate page for each brand/product/company)*

9. Please select the electronic devices through which you access SNS regularly.

 #Computer   #Smart Phone   #Tablet Computer

 #Laptop   # iPad

10. Do you worry about privacy problem when using SNS?

 O Always   O Sometimes   O Occasionally   O Rarely   O Not at all

11. Which social networking site do you use the most? *(Select only one)*

 #Facebook   # Hi5   # instagram   # Linkedin

 #Myspace   #Google+   #Other_____

12. If you are on SNS, what do you usually do with it? (You may choose more than one option)

 #Sharing personal updates   # Photos   # Videos

 #Communicating with friends   #Playing games   #Getting updates

 # Searching information about products or services

 #Others (Pls. Specify)_____

13. Will you stay on SNS for next 2 years?

    O Yes   O No   O Not sure

14. Please provide your degree of agreement towards social network sites (SNS)

SA – Strongly Agree   A - Agree   N – Neutral   D - Disagree   SD - Strongly Disagree

Sl.No.	Statements	SA	A	N	D	SD
1	Many of my friends or families use SNS frequently.	O	O	O	O	O
2	From a technical viewpoint, SNS is a useful technology.	O	O	O	O	O
3	SNS is a wonderful innovation.	O	O	O	O	O
4	SNS is a valuable social networking service.	O	O	O	O	O
5	Time appears to go very quickly when I am using SNS.	O	O	O	O	O
6	While using SNS, I am able to block out most other distractions.	O	O	O	O	O
7	I have fun interacting with SNS.	O	O	O	O	O
8	I enjoy using SNS.	O	O	O	O	O
9	I feel that I have control over my interaction with SNS.	O	O	O	O	O
10	Using SNS arouses my imagination.	O	O	O	O	O
11	SNS can be adapted to meet a variety of needs.	O	O	O	O	O
12	The user interface of SNS has a well-organized appearance.	O	O	O	O	O
13	SNS is trustworthy.	O	O	O	O	O
14	The information provided by SNS is accurate.	O	O	O	O	O
15	The information from SNS is always up to date.	O	O	O	O	O
16	I find SNS easy to use.	O	O	O	O	O
17	Using SNS helps me to connect with others instantaneously.	O	O	O	O	O
18	Using SNS enhances my personal effectiveness.	O	O	O	O	O
19	I find SNS to be useful in my life.	O	O	O	O	O
20	I use SNS to learn more about other people in my classes/works	O	O	O	O	O
21	I use SNS to learn more about other people living near to me	O	O	O	O	O
22	I use SNS to keep in touch with my old friends	O	O	O	O	O
23	I use SNS to meet new people	O	O	O	O	O

SECTION – B

1. Gender   :

   O Male   O Female

2. Age   :

   O Below 25 years   O 26 – 35 years   O 36 – 45 years   O Above 45 years

3. Education   :

   O School Level   O Under graduate   O Post graduate   O Professional

   O Others (pl. specify)_____

4. Occupation   :

   O Student   O Businessman   OGovt. Employee

   O Private Employee   O Professional   O Job Seeker

   O Housewife   O Others (pl. Specify)_____

5. Please select your monthly family income:

   O Less than 50,000   O 50,000- 1,00,000   O 1,00,001- 1,50,000

   O Over 1,50,000

6. Where do you currently reside in?

<u>SECTION – C</u>

For the following section, please give your views with respect to Facebook.

2. **Please select the most used operations/applications on Facebook. You may select more than one (if needed)**
   \# Tag friends in your status and posts
   \# Events invitations *(Calendar, Birthday, etc..)*

   \# Questions asked by friends
   \# Play games
   \# "Check in" to locations/Places
   \# Participate in contests
   \# Buy & sell *(in Newsfeed).*

   \# Blogging *(Pages)*

   \# Chatting

For the following section, give your degree of agreement based on the below mentioned scale.

SA – Strongly Agree   A - Agree   N – Neutral   D - Disagree   SD - Strongly Disagree

3. ADVERTISEMENT ATTITUDES
The following statements describe the advertisement attitudes. Please read each statement and click on the answer that best reflects your behavior or feeling on seeing the advertisements on Facebook.

Sl. No	Statements	SA	A	N	D	SD
Behavioral responses						
1	I pay attention to advertisements shown in Facebook.	O	O	O	O	O
2	I search for related information about advertisements shown in Facebook.	O	O	O	O	O
Trust						
3	Advertisements in Facebook are reliable.	O	O	O	O	O
4	Advertisements in Facebook are honest.	O	O	O	O	O
5	I am willing to *rely* on advertisements in Facebook that conveyed information when making purchase-related decisions.	O	O	O	O	O
6	I am willing to *make important purchase-related decisions* based on advertisements in Facebook that conveyed information.	O	O	O	O	O
7	Advertisements in Facebook are enjoyable.	O	O	O	O	O
8	Advertisements in Facebook are likable.	O	O	O	O	O
Informative						
9	Advertisements in Facebook are a convenient source of product information.	O	O	O	O	O
10	Advertisements in Facebook inform me about the latest products and information available on the market.	O	O	O	O	O
Entertaining						
11	Advertisements in Facebook are more interesting than the content of other media.	O	O	O	O	O
12	From the advertisements in Facebook, I learn about fashions and what to buy to impress others.	O	O	O	O	O
Irritating						
13	Advertisements in Facebook are confusing.	O	O	O	O	O
14	Advertisements in Facebook are irritating.	O	O	O	O	O

4. eWOM (electronic Word-of-Mouth)

eWOM: Any positive or negative statement made by potential, actual, or former customers about a product or company, is made available to a multitude of people and institutions via the Internet.

In the following section, give your opinion about electronic word-of-mouth in Facebook that you use most. Please read each statement and click on the answer that best reflects your behaviors and feelings.

Sl. No	Statements	SA	A	N	D	SD
Argument quality						
1	The comments about products/brands in Facebook are relevant.	O	O	O	O	O
2	The comments about products/brands in Facebook are timely.	O	O	O	O	O
3	The comments about products/brands in Facebook are accurate.	O	O	O	O	O
4	The comments about products/brands in Facebook have sufficient information.	O	O	O	O	O
Source Credibility						
5	People who left comments about products/brands in Facebook are *experts* in evaluating quality of the products/brands.	O	O	O	O	O
6	People who left comments about products/brands in Facebook are *trustworthy.*	O	O	O	O	O
Information usefulness						
7	The comments about products/brands in Facebook are *valuable.*	O	O	O	O	O
8	The comments about products/brands in Facebook are *helpful.*	O	O	O	O	O
Information adoption						
9	I closely followed the suggestions of the positive comments and purchase the recommended products/brands.	O	O	O	O	O
10	I agree with the suggestions given in the comments.	O	O	O	O	O

5. BRAND ATTITUDE

The following statements describe about Brand attitudes. Please read each statement and click on the answer that best reflects your feeling when you see a brand in advertisement or hear about a brand through eWOM in Facebook.

Sl. No	Statements	SA	A	N	D	SD
Brand awareness						
1	I easily recognize the brand features in Facebook advertisements.	O	O	O	O	O
2	Several characteristics of brand instantly come to my mind when I see it in Facebook.	O	O	O	O	O
3	I easily memorize the symbol/logo of brand seen in Facebook.	O	O	O	O	O
Brand image						
4	Brands I have seen in Facebook are reliable.	O	O	O	O	O
5	I trust the brands that are featured / advertised in Facebook.	O	O	O	O	O
6	Brands I have seen in Facebook are attractive.	O	O	O	O	O

6. **IMPULSE BUYING INTENTION**

The following statements describe the impulse of buying intention. Please read each statement and click on the answer that best reflects your feeling when seeing eWOM and advertisement on Facebook.

Sl. No	Statements	SA	A	N	D	SD
Excitement						
1	I feel excited when I see some products featured in Facebook.	O	O	O	O	O
2	I frequently talk to others about product featured in Facebook.	O	O	O	O	O
Esteem						
3	People respect me when I use the product purchased through Facebook.	O	O	O	O	O
4	I feel elated when I use product purchased through Facebook .	O	O	O	O	O

7. **SHOPPING ATTITUDE**

The following statements describe the shopping attitude. Please read each statement and click on the answer that best reflects your behavior or feeling when shopping through Facebook.

Sl. No	Statements	SA	A	N	D	SD
Perceived ease of use						
1	Learning to shop on the Facebook is easy for me.	O	O	O	O	O
2	It is not difficult to get shopping on the Facebook to do what I want to do.	O	O	O	O	O
Perceived usefulness						
3	Shopping on the Facebook is useful for me.	O	O	O	O	O
4	Shopping on the Facebook makes my life easier.	O	O	O	O	O
Perceived enjoyment						
5	I find shopping on the Facebook enjoyable.	O	O	O	O	O
6	I find shopping on the Facebook interesting.	O	O	O	O	O
Perceived security						
7	Using credit cards to make purchases on the Facebook would be safe.	O	O	O	O	O
8	Payment by 'Cash on delivery' method would be protective.	O	O	O	O	O

8. **POST PURCHASE BEHAVIOUR**

The following statements describe the post-purchase behavior. Please read each statement and click on the answer that best reflects your feeling when purchasing through Facebook.

Sl. No	Statements	SA	A	N	D	SD
1	The product I purchased through Facebook is of good quality.	O	O	O	O	O
2	I am satisfied with the price of the product I bought through Facebook	O	O	O	O	O
3	The companies meet out the promises that are given in the Facebook advertisements.	O	O	O	O	O

9. SOCIAL MEDIA LOYALTY

The following statements describe the Social Media Loyalty. Please read each statement and click on the answer that best reflects your loyalty on Facebook.

Sl. No	Statements	SA	A	N	D	SD
1	It is possible for me to will buy a product on Facebook in the near future.	O	O	O	O	O
2	The probability that I would consider buying product in Facebook is high.	O	O	O	O	O
3	I purchase the product through Facebook even if the price of the product is comparatively high.	O	O	O	O	O

10. eWOM Intention

The following statements describe the eWOM intention. Please read each statement and click on the answer that best reflects your feeling when purchase through Facebook.

Sl. No	Statements	SA	A	N	D	SD
1	I will inform others about the product I purchased through Facebook	O	O	O	O	O
2	I will remind others about the product I purchased through Facebook	O	O	O	O	O
3	After using the product, I express my positive opinion to others through eWOM in Facebook.	O	O	O	O	O
4	Often I express my negative opinion about products to others through Facebook.	O	O	O	O	O
5	When I have a negative experience, I would advise people against that purchase.	O	O	O	O	O