CONSUMER ENGAGEMENT THROUGH SOCIAL MEDIA MARKETING-REVIEW

Abstract

This study attempts to analyze existing research on consumer engagement on social media sites and to comprehend how users behave when using these platforms to engage with brands. It is regarded as the fundamental instrument for interacting with customers. This study intends to examine how social media is one of the most efficient ways for businesses to engage with their target market. Millions of individuals use social media platforms like Facebook, Instagram, Twitter, and LinkedIn, making it crucial for businesses to reach this sizeable market. In order to grasp the notion of consumer engagements through social media with respect to many disciplines, such as sports, education, entertainment, etc., different studies have provided their own perspectives.

Keywords: Social Media Marketing, Consumer Engagement, Social Media.

Authors

Dr .Girish Taneja
Associate Professor
Department of Commerce
Business Management & Economics
Dav University
Jalandhar, Punjab, India.

Samriti Sarangal
Assistant Professor
Department of Commerce
Trinity College
Jalandhar, Punjab, India.

I. INTRODUCTION

These days, the three most popular social networking sites are Facebook, Instagram, and Twitter. Users can use the platforms' own mechanisms, which are weighted differently on each platform, to express their appreciation for particular topics and posters:

Retweets and followers on Twitter
Shares, likes, and followers on Facebook
Instagram: Followers and likes

Followers display a higher level of interest than shares and likes, indicating that users want to regularly see more of your work. Shares and likes let you know how popular a post is. Following is a conversion method, much like getting a visitor to join an email list.

Sharing posts can be motivated by a variety of factors, but not all of them are good. Participating in social media is as beneficial as the reputation it establishes; for instance, a tweet that goes viral due to poor judgment may cause an unstoppable wave of negative publicity. With more than 1.5 billion users per month, Facebook has become essential for both online and offline businesses. Return on investment for social media marketing initiatives is challenging, as engagement is a general indicator that does not indicate the proportion of users that make purchases.

II. SOCIAL MEDIA AS MARKETING TOOL

The use of social media in marketing has become crucial for companies of all sizes. Here are some reasons why:

1. **Wide Reach:** Due to the billions of active users on social media platforms, companies can reach a wide range of customers. Businesses have the chance to interact with potential customers and raise brand awareness thanks to this broad reach.

2. **Targeted Advertising:** Social media platforms provide businesses with the ability to choose specific demographics, interests, and behaviors for their target audience through targeted advertising options. By doing this, you can be sure that your marketing efforts are focused on the users who are most likely to convert into leads.

3. **Cost-Effective:** Social media marketing may be more economical than conventional advertising strategies. It is generally less expensive to set up social media profiles and run ad campaigns than other types of marketing, making it available to companies of all budget sizes.

4. **Engagement and Interaction:** Businesses can interact directly with their audience through social media. Businesses can establish connections with customers and offer support through comments, likes, shares, and direct messages. This interaction aids in fostering customer loyalty and trust.

5. **Brand Building:** Businesses have the chance to showcase their brand personality and values on social media platforms. Establishing an excellent brand reputation and recognition among the audience is facilitated by consistent advertisement on social media.

6. **Content Marketing:** Marketing on social media and content marketing are closely related. To draw in and engage their target audience, businesses can produce and distribute valuable and pertinent content. In addition to blog posts and videos, this content may also include info-graphics.

7. **Analytics and Insights:** Analytics and insights tools available on social media platforms provide businesses with valuable data on audience demographics, preferences, and engagement metrics. These insights can aid in the refinement of marketing strategies and the optimization of campaigns for improved results.

In terms of reach, targeting, cost effectiveness, engagement, brand building, content marketing, and data analysis, social media marketing is generally advantageous for businesses. Businesses can succeed significantly more if they use social media as a marketing tool.

III. CONCEPT OF CONSUMER ENGAGEMENT

The degree of consumer interaction and involvement with a brand or business is referred to as consumer engagement. It goes beyond traditional marketing strategies and focuses on building a deeper connection with customers. It is about creating a meaningful relationship and fostering ongoing conversations and interactions.

Consumer Engagement can be measured in Various Ways, Including:

1. **Website Metrics:** Tracking metrics like the quantity of unique visitors, the amount of time spent on the website, the bounce rate, and the click-through rates can be a part of this. With the help of these metrics, businesses can learn how engaged their customers are with their online presence.

2. **Social Media Interactions:** Monitoring likes, shares, comments, retweet, and mentions on social media platforms can help measure consumer engagement. Higher levels of interaction indicate a higher engagement level with the brand.

3. **Surveys and Feedback**: Conducting surveys, polls, and feedback forms can provide valuable insights into consumer engagement levels. Questions can be asked about the level of satisfaction, loyalty, and willingness to recommend the brand.

4. **Customer Retention and Repeat Purchase Rates:** Repeat business and customer retention rates indicate a high level of consumer engagement. Repeat business from loyal clients increases their propensity to interact with the brand on a regular basis.

5. **Online Reviews and Ratings:** Positive online reviews and high ratings indicate a satisfied and engaged consumer base. Monitoring and analyzing these reviews can provide insights into the level of engagement and satisfaction.

6. **Response Rates:** Tracking the response rates of marketing campaigns, emails, and customer inquiries can provide insights into the level of consumer engagement. Higher response rates indicate a higher level of engagement.

7. **Brand Mentions and Online Conversations**: Monitoring online conversations and brand mentions across social media platforms, forums, and blogs can give an indication of how engaged consumers are with the brand. Positive conversations and active participation indicate a higher engagement level.

It is significant to remember that consumer engagement is a complex idea, and no one metric can adequately capture it. Therefore, it is best to use a combination of these measurements to get a complete picture of consumer engagement levels.

Additionally, businesses can also utilize other metrics to measure consumer engagement, such as:

- **Customer Lifetime Value (CLV):** CLV calculates the total revenue a company can anticipate from a customer over the course of their interaction with the brand. More CLV translates to greater engagement and loyalty.

- **Net Promoter Score (NPS):** The Net Promoter Score (NPS) measures the likelihood that customers will tell others about a brand and offers information on their level of engagement and satisfaction levels.

- **Customer Advocacy:** The quantity of brand supporters, influencers, or user-generated content can provide information about how involved consumers are with the brand.

- **Conversion Rates**: Consumer engagement can be determined by tracking the proportion of website visitors who complete a desired action, like making a purchase or filling out a contact form.

- **Social Media Sentiment Analysis:** Insights into consumers' general levels of engagement and satisfaction can be gained by analyzing the sentiment of customer mentions as well as comments on social media.

- **Customer Feedback and Complaints:** Monitoring customer feedback and complaints can help gauge the level of engagement. A high number of feedback or complaints may indicate active engagement and willingness to provide input.

- **Participation in Loyalty Programs:** Monitoring the number of customers participating in loyalty programs and their level of engagement within the program can indicate overall consumer engagement.

Measuring consumer engagement is an ongoing process that involves regularly tracking and analyzing these metrics to assess the effectiveness of engagement strategies and make necessary adjustments to better connect with consumers.

IV. MEASUREMENT OF CONSUMER ENGAGEMENT THROUGH SOCIAL MEDIA

Different researchers have given their own prospective to give understanding on the concept of consumer engagements through the social media with respect to various fields either Sport, education, entertainment etc.

In all the various fields, researchers have shared their opinion about the social media engagement in terms of likes, comments, shares, watch time in video
As per Li, Y., &Xie, Y. (2020), Using data sets of social media posts on well-known airline and sport utility vehicle brands that were collected from Twitter and Instagram, the authors empirically explore how image content affects social media engagement. After adjusting for inclusion bias, the authors find that the mere presence of image content increases user engagement across both Twitter product categories. They also find that for both product categories, professional-quality and well-lit images increase user engagement on both platforms. Nevertheless, the effect of color varies depending on the kind of product, and on Twitter but not Instagram, the presence of a person and an image that goes with the text can boost user engagement.

As per Dhanesh, G., Duthler, G., & Li, K. (2022), the growing number of social media platforms that favor visual information over written content has led to an increase in organization-generated visual content. This study addresses the unresolved question of whether organizationally produced visual content features are associated with higher levels of public participation in social media. First-level engagement metrics, such as likes, are considered to be engagement.

Castillo-Abdul, B., Pérez-Escoda, A., &Núñez-Barriopedro, E. (2022), social networks have become crucial platforms for brand communication due to awareness, interaction, and word-of-mouth. Instagram is firmly established as a direct channel between marketers and customers given that it will rank as the fifth-most popular social network globally in 2021. As a result, it is expected that branded content will increase the brand's likeability by piquing consumers' interests and attention, which may differ depending on the social media platform used.

According to Shen, Z., Tan, S., & Pritchard, M. J. (2022), YouTube has developed into a helpful educational tool. Despite the significance of using social media and participating in learning activities, research on YouTube instructional videos has not been thoroughly examined from a variety of perspectives. We use prior research on YouTube educational video features to examine the effect of visual cueing on social media engagement.
As per Grover, P., & Kar, A. K. (2020).A Social Media Engagement model is suggested in this study to help understand user dynamics. The study offers three intriguing ideas for promotional marketing tweets. First, the firm should post a variety of tweets depending on the sort of content (e.g., educational, entertaining, compensatory, and sociable). The firms also need to run periodic campaigns. Businesses should concentrate on expanding their network. These findings' implications can aid company managers and marketers in creating successful social media marketing initiatives.

As per Swani, K., &Labrecque, L. I. (2020).This study investigates the fundamental factors influencing consumer engagement decisions with branded social media posts to better understand how consumers interact with brand postings on social media. It shows that these incentives influence customers' choices to interact with brand posts and that they help consumers decide which types of engagement to use (like, comment, share, react), among others. It has been discovered that brand relationships are what largely influence likes, reactions, and comments; that brand relationships and self-presentation both influence comments; and that self-presentation is what mostly influences shares.

Baldwin, H. J., Freeman, B., & Kelly, B. (2018). There was a statistically significant association between higher frequency of consumption of unhealthy foods and beverages and YouTube food brand videos, online food purchases, and seeing favorite food brands advertised online after adjusting for age, sex, and socioeconomic status.

Castillo-Abdul, B., Pérez-Escoda, A., &Núñez-Barriopedro, E. (2022) Through brand recognition, interaction, and word-of-mouth, social networks have emerged as essential communication platforms. Considering that it rose to the fifth-most-used social network globally in 2021, Instagram has excellent prospects as a direct channel connecting marketers and customers. Therefore, it is anticipated that branded content will boost the brand's likeability by grabbing the consumer's interest and attention, which may vary depending on the social media platform used. This study examines whether there is a connection between branded content shared on the Instagram accounts of luxury brands (Manolo Blahnik and Loewe) and interactions with and among their followers, putting a particular emphasis on branded content that addresses commercial, social responsibility, and industrial issues.

V. CONCLUSION

Social media marketing is crucial in the present environment for consumer interaction. Businesses can use it to improve brand recognition, interact directly with consumers, execute cost-effective marketing tactics, target niche markets, make use of influencer marketing, and gain access to real-time data and analytics. Businesses may improve the perception of their brands, foster client loyalty, and increase sales by using social media to successfully engage with consumers. As per the reviews of various research studies, one of the most effective channels for companies to interact with their target market is social media. Social media networks like Facebook, Instagram, Twitter, and LinkedIn are used by millions of people, making it essential for businesses to tap into this sizable market.

REFERENCES

[1] Dhanesh, G., Duthler, G., & Li, K. (2022). Social media engagement with organization-generated content: Role of visuals in enhancing public engagement with organizations on Facebook and Instagram. Public Relations Review, 48(2), 102174.
[2] Shen, Z., Tan, S., & Pritchard, M. J. (2022). Understanding the effects of visual cueing on social media engagement with YouTube educational videos. IEEE Transactions on Professional Communication, 65(2), 337-350.
[3] Castillo-Abdul, B., Pérez-Escoda, A., &Núñez-Barriopedro, E. (2022). Promoting social media engagement via branded content communication: A fashion brands study on Instagram. Media and Communication, 10(1), 185-197.
[4] Grover, P., & Kar, A. K. (2020). User engagement for mobile payment service providers–introducing the social media engagement model. Journal of Retailing and Consumer Services, 53, 101718.

[5] Swani, K., &Labrecque, L. I. (2020). Like, Comment, or Share? Self-presentation vs. brand relationships as drivers of social media engagement choices. Marketing Letters, 31(2-3), 279-298.

[6] Baldwin, H. J., Freeman, B., & Kelly, B. (2018). Like and share: associations between social media engagement and dietary choices in children. Public health nutrition, 21(17), 3210-3215.

[7] Kim, M. and Song, D. (2018), "When brand-related UGCinduces effectiveness on social media: the role of contentsponsorship and content type", International Journal ofAdvertising, Vol. 37 No. 1, pp. 105-124, available at: http://doi. org/10.1080/02650487.2017.1349031

[8] https://www.x-mol.net/paper/article/1529162868632596480