A study on Customer Engagement - Content Marketing Via Social Media a Branding Strategy

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Abstract: In this study, the researcher has focused on specific social media platforms namely: Facebook, since it is preferred by most of the people throughout the world, Twitter, since it is the second most popular social media site in the world, Instagram, as it is the most popular media site preferred to use for sharing pictures in the word, and LinkedIn, because for business people LinkedIn is the most desired media site to share information and get details. Each of these platforms or websites are different and used for different purposes. Likewise a brand strategy is a formal plan used by a business to create a particular image of itself in the minds of current and potential customers. It is the purpose of this study, to aid companies to improve their understanding about the importance of customer engagement on social media and how they can adopt this strategy to improve their customer awareness.

Keywords: customer engagement, social media, customer awareness and competitive advantage.

INTRODUCTION

After globalization big challenges are continuously faced by most of the companies and most prominent challenge is the increase of the competition. As the boundaries have become blurred; the market has engorged, and the competition has amplified. Wide ranges of choices are available to the customers. In order to differentiate themselves from the contenders and draw attention of the customers, companies have to develop their own unique selling proposition i.e. competitive advantage. One of the strongest competitive advantages is to give good purchase capabilities to the customers, and to involve them throughout in the product or services made available to them. Customers are deriving the maximum advantage from the increasing competition, they have now access to more choice and information, and companies lower their prices to appeal them. However, if companies involve its customers, providing them unconstrained knowledges, the customers will revolve around the product and are expected to suggest the brand to their relatives and friends.

In the context of Customer Engagement, many investigators have been accompanied, but Social Media is evolving very fast, it changes every day. The facts about social media vary from every researcher, as a significance of this progression. As Customer Engagement is more suitable for companies, the basic purpose of this research will be to give some suggestions built on customers' point of view. The boundaries of the research are the regulated by the structured customer interview. The social media stages are quiet current, and the attitudes on how to involve the customers complete those stages are lost.

The concept of Social Media and the concept of Customer Engagement are the two important concepts in today's context. The main question this study intends to answer is "How industries can make customer engagement through their social media accounts?"

It has become a very popular phase in today's world of marketing and i.e. "content is king". Whereas there are great arguments to be had over the accurateness of this saying, the point is that content is slightly *diverse* than other areas of marketing like social media and Search Engine Optimization, which are in existence *because* of content.

But without content, Search Engines Optimizations would have nothing to optimize for search engines. The data which they add to columns is an effort to support androids like Google and Facebook covering

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their digital heads round the intricacies of the matter they are indexing. Every link produced by each seller indicates to a part of content, and the keywords that people put into search engines are challenge to find the content.

Each and every email, every tweet, every blog, every landing page, and every product narration are all examples of content, and one of the ways of telling what they all have in common was described brilliantly by Ian Lurie, of Portent, Inc.:

Content isn't 'stuff we write to rank higher' or 'infographics' or 'long-form articles.' Content is anything that communicates a message to the audience. *Anything.* — Ian Lurie, CEO, Portent, Inc.

RESEARCH METHODOLOGY

Definition of Nagpur City - Nagpur is a city in the central part of India. In Maharashtra State.

The sample for this study was collected from the two areas of Nagpur namely:

1. West Nagpur – Bajaj nagar, Laxmi nagar, Dharampeth, Ravi nagar, Shivaji nagar, Amravati road, Jaitala, Swavalambinagar, Hingna road
2. Central Nagpur – CA Road, Civil lines, Dhantoli, Mahal, Ramdaspeth, Sitabuildi.
    The study is mainly based on primary data. Sample size selected for the study was 300 respondents shopping on few most popular shopping websites namely: Flipcart, Amazon, Snapdeal, Myntra and Jabongout of which 275 completed questionnaires were received. The respondents which were selected were in the age group of 16- 35. All the responses were collected from respondents in Nagpur city. Stratified sampling method was used to gather the data. The study was conducted during the period May – June 2018. Primary data was collected via self-administered questionnaire. Data was gathered with the help of Google Forms.

Hypothesis Testing

H_{01}: **Posts with a response-inviting message may increase the number of comments.**

In order to prove this hypothesis z-test is used. A Z-test is a type of hypothesis test. Hypothesis testing is just a way for you to figure out if results from a test are valid or repeatable.

The following variables are used:

Variable 1: Type of brand publication shared: includes these sub-variables: Picture post, Text post and I didn't share any publication

Variable 2: Do you feel more engaged with brands on social media: includes these sub-variables: Not at all, Slightly, To a certain extent, To a great extent and Absolutely

z-Test: Two Sample for Means		
	Variable 1	Variable 2
Mean	1.752727273	2.981818
Known Variance	1	1
Observations	275	275
Hypothesized Mean Difference	0	
z	-14.41236843	
P(Z<=z) one-tail	0	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0	
z Critical two-tail	1.959963985	

From the above results we can conclude that Null hypothesis H_{01}: **Posts with a response-inviting message may increase the number of comments** isreject as $p < 0.05$ and alternate hypothesis H_{11}: **Posts with a response-inviting message may not increase the number of comments** is accept.

H_{02}: **Posting on a regular basis will engage the customer.**

In order to prove this hypothesis z-test is used. A Z-test is a type of hypothesis test. Hypothesis testing is just a way for you to figure out if results from a test are valid or repeatable.

The following variables are used:

Variable 1:<u>Ever contributed to develop a brand</u>: includes these sub-variables: Yes, No

Variable 2:<u>Do you feel more engaged with brands on social media</u>: includes these sub-variables: Not at all, Slightly, To a certain extent, To a great extent and Absolutely

z-Test: Two Sample for Means		
	Variable 1	Variable 2
Mean	1.283636	2.981818
Known Variance	1	1
Observations	275	275
Hypothesized Mean Difference	0	
z	-19.9129	
P(Z<=z) one-tail	0	
z Critical one-tail	1.644854	
P(Z<=z) two-tail	0	
z Critical two-tail	1.959964	

From the above results we can conclude that Null hypothesis H_{02}: **Posting on a regular basis will engage the customer** is rejectedas $p < 0.05$ and alternate hypothesis H_{12}: **Posting on a regular basis may not engage the customer** is accepted.

H_{03}: **Customers are more willing to share picture posts.**

In order to prove this hypothesis z-test is used. A Z-test is a type of hypothesis test. Hypothesis testing is just a way for you to figure out if results from a test are valid or repeatable.

The following variables are used:

Variable 1:<u>Type of brand publication shared</u>: includes these sub-variables: Picture post, Text post and I didn't share any publication

Variable 2:<u>Ever contributed to develop a brand</u>: includes these sub-variables: Yes, No

z-Test: Two Sample for Means		
	Variable 1	Variable 2
Mean	1.752727	1.283636
Known Variance	1	1
Observations	275	275
Hypothesized Mean Difference	0	
z	5.500578	
P(Z<=z) one-tail	1.89E-08	
z Critical one-tail	1.644854	
P(Z<=z) two-tail	3.79E-08	
z Critical two-tail	1.959964	

From the above results we can conclude that Null hypothesis H_{03}: **Customers are more willing to share picture posts** is accepted as $p > 0.05$ and alternate hypothesis H_{03}: **Customers are not willing to share picture posts**is rejected.

H_{03}: **Targeting its audience through specific social media platforms will engage customers.**

In order to prove this hypothesis z-test is used. A Z-test is a type of hypothesis test. Hypothesis testing is just a way for you to figure out if results from a test are valid or repeatable.

The following variables are used:

Variable 1: Account on which brands are followed: includes these sub-variables: Picture post, Text post and I didn't share any publication

Variable 2: Do you feel more engaged with brands on social media: includes these sub-variables: Not at all, Slightly, To a certain extent, To a great extent and Absolutely

z-Test: Two Sample for Means		
	Variable 1	Variable 2
Mean	2.563636364	2.581818
Known Variance	1	1
Observations	275	275
Hypothesized Mean Difference	0	
z	-0.213200716	
P(Z<=z) one-tail	0.415585205	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.83117041	
z Critical two-tail	1.959963985	

From the above results we can conclude that Null hypothesis H_{03}: **Targeting its audience through specific social media platforms will engage customers,** is accepted as $p > 0.05$ and alternate hypothesis H_{13}: **Targeting its audience through specific social media platforms may not engage customers,** is rejected.

CONCLUSIONS

Customer engagement is very vital for a brand since it will permit the companies to save cost and rise sales volume, because enticing new customers requires more cost than holding present customers. Furthermore, loyal customers are more expected to purchase larger volume of goods, and remain loyal even if the prices of the competitors are low. With the increase in competition, companies have to be very cautious, and to involve the customers so that they will have security, and remain to sustain. Besides, loyal and contented customers are expected to express about a brand to their relatives and friends, and people are more expected to believe a customer rather than the brand itself with diffusion of messages. Loyal customers will permit a company to save expenses, to have a safety and security with respect to the competition, and they will change other prospective customers into existing customers, and loyal customers, without any extra cost for the company.

There are numerous ways to generate engagement for a customer. Nevertheless, there are some general actions that can generate engagement, such as being obtainable for its customers at any time, which is interesting but very easy in today's world because of social media, as they can get warnings when a user is having a conversation to them or about them with other users. Similarly another important instrument to make customer engagement is attending and educating. When a company is inducing a marketing movement on social media, it is to influence customers and to make them aware them about their products, or services. When a customer provides a feedback, whether it is undesirable or constructive, if the company attends to it, and exercise it to recover its drive, its products, its services.

Creating engagement is important in increasing competition by using numerous tools; nevertheless, if the company does not quantify the competence of it, it is unusable. There is no specific method to calculate engagement; nevertheless, every company has its own method to evaluate customer engagement. On social media, calculating engagement is easy as the company can get how many people enjoyed, pooled, or remarked one specific post. It is vital to measure the attainment of a promotion to be able to recover or alter what is desired to be altered, in order to delight the customers and generate more customer engagement, and prominence. Branding is crucial for products and services sold in huge consumer markets. It's also important in B2B because it helps you stand out from your competition.

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