ONLINE CUSTOMER ENGAGEMENT AND RELATIONSHIP BETWEEN SOCIAL MEDIA AND ONLINE SHOPPING

[1]Satya Narayan Mahapatra, [2]Prince Kumar

ABSTRACT: - *This study assesses 521 respondents about the frequency of purchases from the top online shopping platform. Analyses the negative experience and customer engagement towards the review perception and other online connects between customer and brand such as social media. Customers are asked to rank the significant aspects/features related to online shopping engagement. Among six, the easy return policy is considered as the number one priority by the majority of the customers. Faster responses to the queries, complains, and other related concerns are ranked six by the majority. If a customer has gone through a bad or negative experience with the brand, more than 9% of the respondents will write about the experience on the brand's platform and social media platform, which shows excellent opportunity for strong engagement bond which leads to higher customer lifetime value.*

Keywords: - *Customer Engagement, Social Media, Online Shopping, Negative Experience and customer engagement. Customer lifetime value.*

I. INTRODUCTION: -

People often try to come to the concluding remarks, or we can say that they are often to find the substance from the discussion. Theory of relativity by Einstein given us the concept of reference with new understanding and study in communication often tell us about the context. Which are in many senses connects us to the former. For a similar quest in the field of marketing, we can say that value is the central concept in many contexts. With the centrality of the concepts, this too has numerous classifications, and primary two are the value that customer gets and value that business gets (Smith & Colgate, 2007). Another concept which is collaboratively studied with value is customer engagement. Customer engagement is helping the customer to write their sentiments, help brand improvement and simultaneously Brand can influence their behaviour too. (Meire, Hewett, Ballings, Kumar, & Van den Poel, 2019). Customer perception will not only help the current customer, but it can help potential and non-customers (Vivek, Beatty, & Morgan, 2012). Value creation is the present and future of the business, and the key to successful value creation is the customer (Tripathi, 2014). Value creation through customer help can be done by various means such as reviews social media spaces. In the perceived benefits dimension, consumers perceived online consumer reviews as helpful in gathering information about product features, functions, price

[1] Department of Management Studies, Deenbandhu Chhotu Ram University of Science & Technology, Murthal, India
[2] Department of Management Studies, Deenbandhu Chhotu Ram University of Science & Technology, Murthal, India

Received: 03 Dec 2019 | Revised: 21 Jan 2020 | Accepted: 18 Feb 2020

ranges, quality and popularity. Reading online consumer reviews seems to help them save time and money and find the best deals. This result is consistent with the previous studies that identified the positive values of online consumer reviews (Chatterjee, 2001; Goldsmith & Horowitz, 2006; J. Lee, Park, & Han, 2008; H. H. Lee & Ma, 2012).

II. LITERATURE REVIEW: -

(Smith & Colgate, 2007) Including all the marketing concepts, this study focused on customer value. As research focusing that in marketing research, value is the central concept. Study classify value into four classifications such as functional value, experiential value, expressive value and sacrifice value. The primary classification of value is that what customer get vs what customer scarifies. Value is a concept which can be crucial in a multidimensional way such as new product development, positioning, value creation through multiple ways, and that can help in competitive advantage.

(Meire et al., 2019) Three aspects were discussed market performance, customer engagement initiative and customer engagement outcomes. Two studies were done to find out the social media connect with customer engagement, and the main concern was customer lifetime value. This study was revolving around customer sentiments on social media and found that customer sentiment is an excellent marketing tool that can positively influence the marketing strategy.

(Schibrowsky, Peltier, & Nill, 2007) This study was suggesting future research areas in the context of online market research are consumer behaviour such as search behaviour, satisfaction, relationship issues, services, creativity, website design, online communities, experience, brand loyalty, equity building on the web, distribution, and pricing. In this study, work is done through content analysis on the research published in previous over 15 years in the top three journals of marketing area.

(Chan, Zheng, Cheung, Lee, & Lee, 2014). Managers should give freedom to express their idea on social, even the criticism that will help the brand making it better. System support, community value, freedom of expression, rewards and recognition were considered as antecedents for customer engagement while repurchasing intention, and word of mouth intention was considered as a consequence of customer engagement. Structural equation modelling with partial least square was used to express the concept.

(Gupta, Pansari, & Kumar, 2018) Suggested that a brand must understand the culture and economic conditions of the market. Future research will have considerable scope for empirical testing on customer engagement.

(Blasco-Arcas Lorena, Hernandez-Ortega Blanca, 2014)they found that co-creating experience has a strong relationship with repurchase intentions.

(Lin & Bennett, 2014)customer engagement is functional in many cases considering the set of expectations and from three out of four studies directed rank no.1.

(Hollebeek, Srivastava, & Chen, 2019) Behavioural Engagement through social media is helping the brand, such as customer reach.

(Carlson, Rahman, Voola, & De Vries, 2018) Feedback can help the brand in the innovation process of the brand. "collaboration intentions refer to the intention to help voluntarily, support and exchange information to other customers through the brand page to improve their brand experience.

(Kim, 2014) Word of mouth is always an essential factor while decided the partner and purchasing decision. Relationship quality mediates both relationship continuity and dynamic capability. (Stone, Woodcock, Ekinci, Aravopoulou, & Parnell, 2019) it is not very tough to find out the exact picture of customer engagement. Nevertheless, there are some factors that we must have to manage carefully, such as team(manager) perception and assessment criteria.

OBJECTIVES: -

1. To know the factors of customer engagement and the most preferred brand.
2. To analyse customer factors resulting in value for a brand (such as seller/company/producer).
3. To know factors about value perception of a customer which can help the brand.
4. To study the factors of customer brand engagement through collaboration.

III. RESEARCH METHODOLOGY

This study is carried out with the help of a self-administered questionnaire. This descriptive study is on the major online shopping platforms in the Indian market. The questionnaire is developed with the help of the review of numerous studies. Total 521 response included for the analysis. We took various measures such as favourite shopping platform, customer engagement through likes/subscribe on social media, frequency of purchases, review writing, blogging, easy to use platform, fast response, accuracy in the product description. Various scales were used to get respective responses.

IV. RESULTS AND DISCUSSION: -

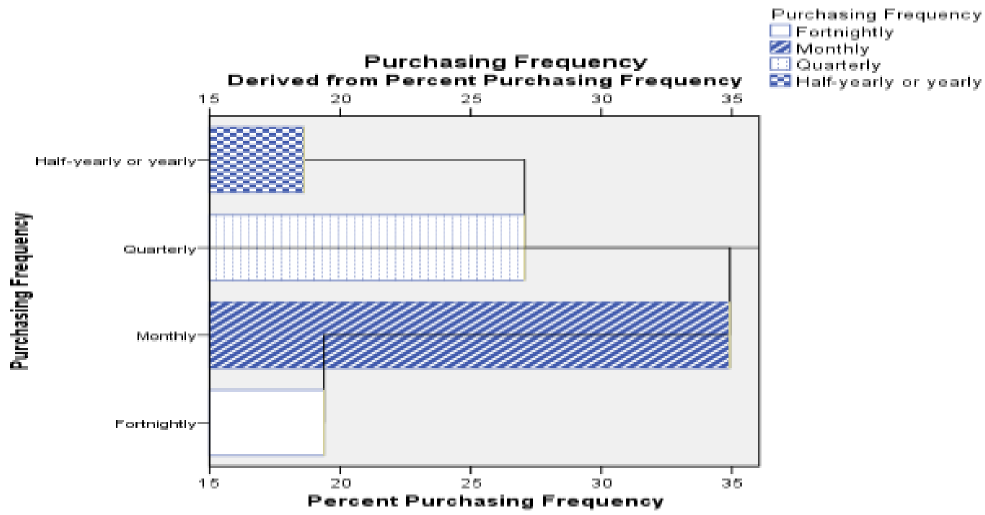
Favourite brand- “Familiar brands produced higher levels of brain activity in areas associated with positive emotions”(Tripathi, 2014). Fifteen options were given to respond to their favourite brand. Respondents were asked to choose a single brand among the fifteen options. 43.6% of respondents choose Amazon, and 26.1% selected Flipkart over others. Myntra, Paytm and Snapdeal were ranked third, fourth and fifth respectively on the bases of percentage. There is a sharp difference percentage-wise from Amazon user to Flipkart users. Amazon was the highest chosen brand appearing as a market leader. Even collectively, Amazon and Flipkart were chosen by nearly 70% of respondents. It can be observed that Myntra was ranked third, which was selected by only 10% while Amazon was chosen by 43.6 %.

Shopping Platform	Frequencys	Percent
(Alibaba)	6	1.2
(Flipkart)	136	26.1
(Amazon)	227	43.6
(Paytm)	34	6.5
(Jabong)	3	.6
(Myntra)	52	10.0
(Snapdeal)	20	3.8
(Homeshop18)	6	1.2
(Shopclues)	1	.2
(ClubFactory)	8	1.5
(TataCliq)	4	.8
(Nykaa)	7	1.3
(BigBasket)	5	1.0
(Other)	12	2.3
Total	521	100.0

Table Favourite shopping platform

Graph 1

Purchases Frequency - Majority of respondents buy monthly (34.9%) and quarterly (27.1%) while high-frequency customer(Fortnightly) are 19.4% and lowest frequency customers (Half-yearly or yearly).



Review writing in case of Negative experience and customer engagement (NEWR)- "Sunsilk is trying to create that emotional 'connect' through its blog www.sunsilkgangofgirls.com, where like-minded consumers can let their hair down and speak freely on any topic dear to them"(Tripathi, 2014). This section was focused on getting a response about 'review writing' in case of negative experience. In case of negative experience, 64.5 % of the respondents opted that they will write on seller's review section, 26.3% chose to write on the social media, and 9.2% of the respondents will write at every possible means (both social media and product/seller review section).

NEWR		
Responses	**Frequency**	**Percent**
Social Media	137	26.3
Seller's Review Section	336	64.5
Both	48	9.2
Total	521	100.0

Negative experience and customer engagement on social connectivity(NEFL) - 34.0% of the respondents were interested in following/like/subscribe in case of negative experience from the service or product. 66.0% responded not like/subscribe/follow the product or service.

NEFL		
Response	**Frequency**	**Percent**
Yes	177	34.0
No	344	66.0
Total	521	100.0

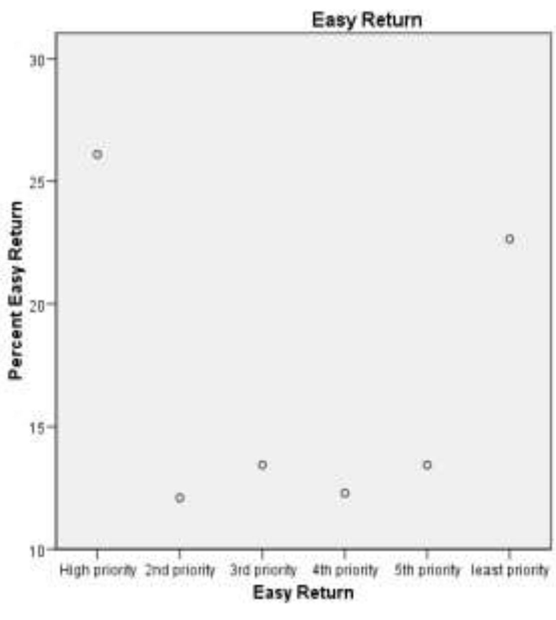
General Details- Respondents were divided age wise as 20 to 30, 31 to 40, & 41 to 50. Age group of Respondents 20 to 30, 31 to 40 and 41 to 50 were 64.1%, 30.5, and 5.4% respectively. Gender-wise male, female & other were 80.4%, 19.4% and 0.2 % respectively.

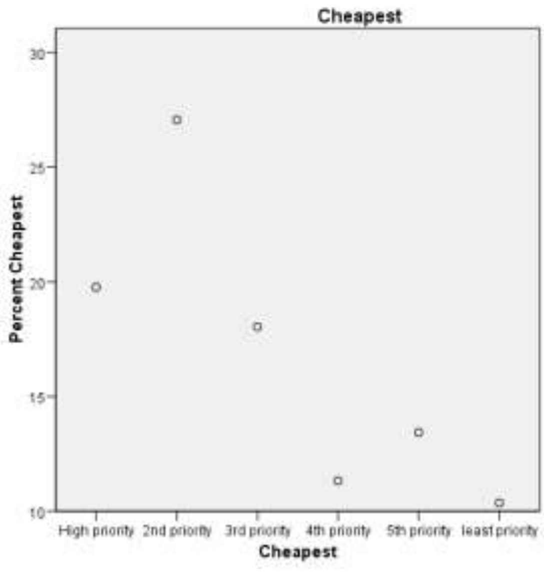
GENDER * AGE Crosstabulation					
% of Total					
		AGE			Total
		(20-30)	(31-40)	(41-50)	
GENDER	Male	50.1%	26.5%	3.8%	80.4%
	Female	13.8%	4.0%	1.5%	19.4%
	Other	0.2%			0.2%
Total		64.1%	30.5%	5.4%	100.0%

Income group was divided into six groups from less than 10 thousand to above 1.6 lakh monthly. Highest 29.8 % of respondents were earning less than 10 thousand monthly, 26.1% earning 20K to 40K and 20.2% respondents were under the range of 40K to 80K. In accordance with income, responses were nearly equidistributional over the range given.

The Priority of Major Component in Engagement- Six concern aspects/feature of shopping were asked to respond. In this part, six aspects were asked to respond. The respondent must have to select each aspect/feature and select each rank to give single rank to an aspect/feature. These six aspects are more physical, leading more to satisfaction. ‘There is evidence from our analysis to suggest that engagement is achieved at a behavioural level, manifesting in the performance and completion of tasks, collection of points and badges and some attainment of rewards’ (Harwood & Garry, 2015). ‘Engagement is what happens when we can give ourselves over to a representational action, comfortably and unambiguously. It involves a kind of complicity’.(Herrington, Oliver, & Reeves, 2003) (Mollen & Wilson, 2010).“The mechanics of a customer’s value addition to the firm, either through direct or/and indirect contribution” (Pansari & Kumar, 2017).

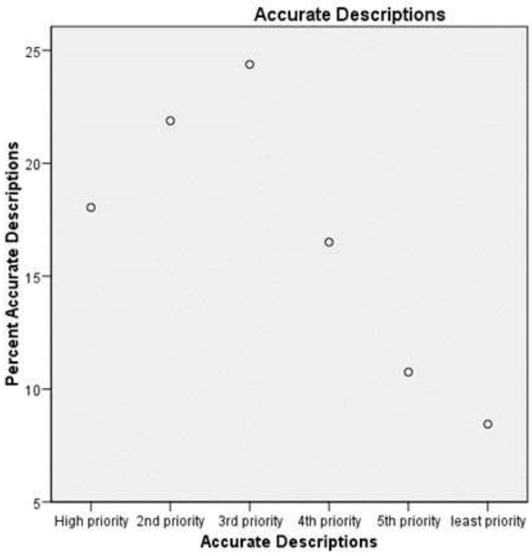
Ranking Statistics for preferred component related to online shopping					
Components/Aspects/ Feature	**N**		**Mean**	**Median**	**Mode**
	Valid	**Missing**			
ERET	521	0	3.43	3.00	1
CHEAP	521	0	3.03	3.00	2
APDES	521	0	3.05	3.00	3
EUSE	521	0	3.41	4.00	4
FAST	521	0	3.78	4.00	5
FASTRE	521	0	4.32	5.00	6

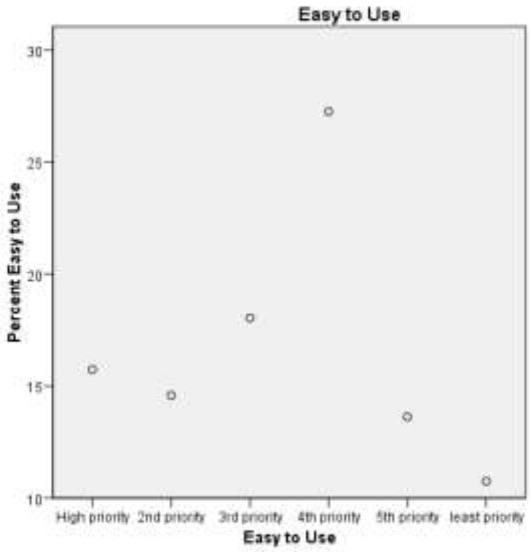




Easy Return- In the matrix of six 6X6, majority choose easy return as the first priority over other five options. Second highest chosen for the easy return is rank 6. It means that maximum customers choose easy return as first rank and second largest number of respondents took it as a last rank feature/aspect.

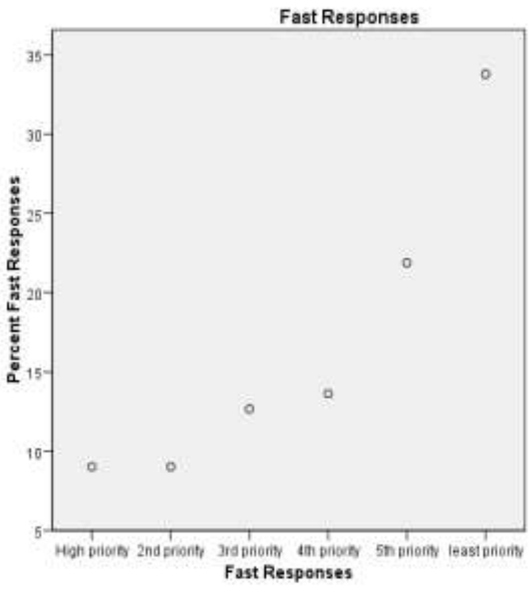
Cheapest- “The readily available price information for similar products may be used as an external standard of comparison to assess the value of the target price”(Chen, 2009). In the responses majority considers cheaper platform at second (27.1%) preferred option among the available six options. 19.8% and 18.0% of the respondents were choose cheaper price at rank 1st and 3rd.

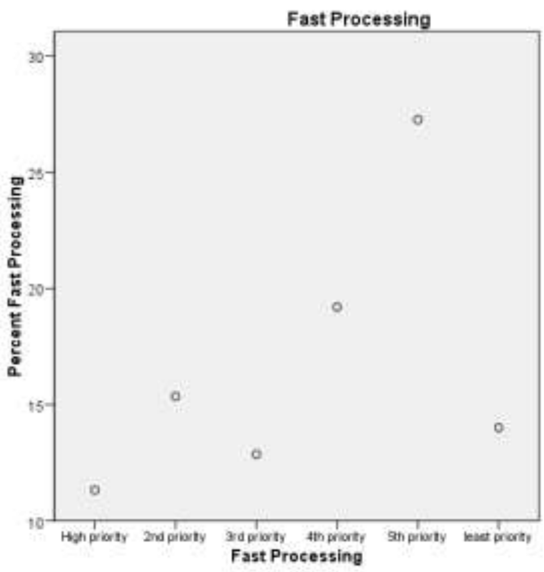




Accuracy in Product Description - Responses in this feature/aspect was chosen rank third (24.4% by the majority. Description accuracy was also though decision as rank second (21.9%). It was found that respondents were distributed with sequence rank 3rd, 2nd, 1st,4th, 5th, and 6th viz 24.4%, 21.9%, 18.0%, 16.5%, 10.7% and 8.4%.

Ease of Using the Online Platform- Online shopping is getting accelerating growth for many years, and the process is still undergrowth. Majority of products and services are testing and trying their concept online. In this part, respondents were asked to respond about user interface and its easiness to use it. Majority were considered as rank 4th among all six ranks. The percentage of responded chose rank. First to rank sixth viz 15.7%, 14.6%, 18.0%, 27.3%, 13.6%, and 10.7%.





Fast Processing in Regarding - Chosen rank by respondents from rank 1st to 6th were 11.3%, 15.4%, 12.9%, 19.2%, 27.3%, and 14.0% respectively. Fast processing (27.3%) the platform on a shopping platform was considered as a fifth rank by the majority. Fast processing was included, such as in delivery, return, payment processing.

Fast Response - Concern such as issues, needs or complaints of the customers is critical for deep customer engagement. Because all customers such as satisfied customer, potential customers, dissatisfied customer all can be the engaged customer in lowest to the highest level. Respondents were choosing rank first to sixth viz 9.0%, 9.0%, 12.7%, 13.6%, 21.9%, and 33.8%. Rank sixth was chosen by the majority (33.0%).

V. CONCLUSION

Consumer-generated content is growing continuously and expeditiously. The brand can manage these channels at many platforms such as social media brand page, various review writing platforms. Customers are writing experience for many reasons, such as to help or to impress others through their knowledge. The writing and sharing videos on YouTube, writing on Twitter, Quora. Customers are habitual to use the platform where they continuously share the content and not interested in leaving the platform(Chiang & Hsiao, 2015). "Work exploring the effects of **mental imagery** as well as the sensation of presence could lend to important findings for strengthening our understanding of the **psychological impact** when creating highly compelling **virtual product experiences**" (Li, Daugherty, & Biocca, 2003). Previously, enhancement of experience has two main stakeholder customers and brands, and the brand has their prospect to excel the relationship and customer have another prospect. Despite excessive tilt to one side, an intensive knowledge of both prospects is captious. Studying customer choices and perception is a sensitive idea; a negative or lousy experience can bring immense opportunities to make a strong engaged relationship which is analysed in this study.

REFERENCES

1. Blasco-Arcas Lorena, Hernandez-Ortega Blanca, J.-M. J. (2014). The online purchase as a context for co-creating experiences. Drivers of and consequences for customer behavior. *Internet Research*, *24*(3), 393–412. https://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216
2. Carlson, J., Rahman, M., Voola, R., & De Vries, N. (2018). Customer engagement behaviours in social media: capturing innovation opportunities. *Journal of Services Marketing*, *32*(1), 83–94. https://doi.org/10.1108/JSM-02-2017-0059
3. Chan, T. K. H., Zheng, X., Cheung, C. M. K., Lee, M. K. O., & Lee, Z. W. Y. (2014). Antecedents and consequences of customer engagement in online brand communities. *Journal of Marketing Analytics*, *2*(2), 81–97. https://doi.org/10.1057/jma.2014.9
4. Chatterjee, P. (2001). Online Reviews : Do Consumers Use Them ? *ACR 2001 Proceedings*, *18*(2), 129–134.
5. Chen, C. Y. (2009). Who I am and how I think : The impact of self-construal on the roles of internal and external reference prices in price evaluations. *Journal of Consumer Psychology*, *19*(3), 416–426.

https://doi.org/10.1016/j.jcps.2009.05.012

6. Chiang, H. Sen, & Hsiao, K. L. (2015). YouTube stickiness: The needs, personal, and environmental perspective. *Internet Research*, *25*(1), 85–106. https://doi.org/10.1108/IntR-11-2013-0236
7. Goldsmith, R. E., & Horowitz, D. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising*, *6*(2), 2–14. https://doi.org/10.1080/15252019.2006.10722114
8. Gupta, S., Pansari, A., & Kumar, V. (2018). Global Customer Engagement. *Journal of International Marketing*, *26*(1), 4–29. https://doi.org/10.1509/jim.17.0091
9. Harwood, T., & Garry, T. (2015). An investigation into gamification as a customer engagement experience environment. *Journal of Services Marketing*, *29*(6–7), 533–546. https://doi.org/10.1108/JSM-01-2015-0045
10. Herrington, J., Oliver, R., & Reeves, T. C. (2003). Patterns of Engagement in authentic online learning environments. *Australasian Journal of Educational Technology*, *19*(1), 59–71. https://doi.org/10.14742/ajet.1701
11. Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). S-D logic–informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, *47*(1), 161–185. https://doi.org/10.1007/s11747-016-0494-5
12. Kim, H. (2014). The role of WOM and dynamic capability in B2B transactions. *Journal of Research in Interactive Marketing*, *8*(2), 84–101. https://doi.org/10.1108/JRIM-12-2013-0082
13. Lee, H. H., & Ma, Y. J. (2012). Consumer perceptions of online consumer product and service reviews: Focusing on information processing confidence and susceptibility to peer influence. *Journal of Research in Interactive Marketing*, *6*(2), 110–132. https://doi.org/10.1108/17505931211265426
14. Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, *7*(3), 341–352. https://doi.org/10.1016/j.elerap.2007.05.004
15. Li, H., Daugherty, T., & Biocca, F. (2003). The Role of Virtual Experience in Consumer Learning. *Journal of Consumer Psychology*, *13*(4), 395–407. https://doi.org/10.1207/S15327663JCP1304_07
16. Lin, Z., & Bennett, D. (2014). Examining retail customer experience and the moderation effect of loyalty programmes. *International Journal of Retail and Distribution Management*, *42*(10), 929–947. https://doi.org/10.1108/IJRDM-11-2013-0208
17. Meire, M., Hewett, K., Ballings, M., Kumar, V., & Van den Poel, D. (2019). The Role of Marketer-Generated Content in Customer Engagement Marketing. *Journal of Marketing*, *83*(6), 21–42. https://doi.org/10.1177/0022242919873903
18. Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, *63*(9–10), 919–925. https://doi.org/10.1016/j.jbusres.2009.05.014
19. Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, *45*(3), 294–311. https://doi.org/10.1007/s11747-016-0485-6
20. Schibrowsky, J. A., Peltier, J. W., & Nill, A. (2007). The state of internet marketing research: A review of the literature and future research directions. *European Journal of Marketing*, *41*(7–8), 722–733.

https://doi.org/10.1108/03090560710752366

21. Smith, J. B., & Colgate, M. (2007). Customer value creation: A practical framework. *Journal of Marketing Theory and Practice*, *15*(1), 7–23. https://doi.org/10.2753/MTP1069-6679150101
22. Stone, M., Woodcock, N., Ekinci, Y., Aravopoulou, E., & Parnell, B. D. (2019). SCHEMA: Information on marketing and customer engagement performance – reality versus dreams. *Bottom Line*, Vol. 32, pp. 98–116. https://doi.org/10.1108/BL-02-2019-0065
23. Tripathi, M. N. (2014). Customer Satisfaction and Engagement - Customer Retention strategies for brand manager. *Journal of Management*, *11*(1), 124–134. Retrieved from http://eds.a.ebscohost.com/eds/pdfviewer/pdfviewer?sid=a8ea813a-a836-4553-aa53-ea333857a714@sessionmgr4002&vid=1&hid=4203
24. Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, *20*(2), 122–146. https://doi.org/10.2753/MTP1069-6679200201