THE ROLE OF SOCIAL NETWORK IN CUSTOMER ENGAGEMENT WITH REFERENCE TO CONSUMER DECISION MAKING PROCESS

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ABSTRACT
In present-day scenario, when there is extreme competition among marketers, marketers are using different social networks to create brand community on social media web sites so as to enhance customer engagement and thus social networks have become an important gradient in their marketing mix. The purpose of the study is to understand the effectiveness of social media as a marketing tool to analyze the extent to which social media helps consumers in buying decision making. It was revealed that unlike age & occupation, gender had no impact on the frequency to visit social networking sites. For motive & reasons to visit social networking sites, it was revealed that all demographics i.e. gender, gender & occupation had an impact in determining the reasons for the visiting the social network sites. It was also found that occupation had impacted the respondents’ perception & reliability of online reviews before making actual purchase. This study would facilitate the practicing social media marketers to understand and develop marketing strategy which would lead to desired customer engagement on brand communities on social media. Additional research with large sample size and deeper understanding of the constructs of customer engagement could explain the broader role of it.

KEYWORDS: Customer engagement, Decision Making, Marketing, Social network.

References


