

**ENGAGEMENT MARKETING - A NEW OUTLOOK FOR THE BRANDS TO REACHOUT  
TO THE CUSTOMER**

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**Abstract:**

*Customer engagement marketing is defined as a company's considerate effort to motivate, empower, and measure customer contributions to marketing functions additionally it marks a shift in marketing research and business practice. Brand initiate customer engagement strategy as a plan to surge customer satisfaction to interact with the customers so that the brand last for a long term in customer mind. After defining and differentiating engagement marketing, it presents a typology of its two primary forms that link specific strategic elements to customer outcomes and thereby firm performance, hypothesizing that the efficacy of engagement marketing arises from the establishment of psychological possession and self-transformation. The research is aimed to recognize the gaps among the engagement marketing achieved through the brands and the actual engagement of the customers towards that brand. On the basis of engagement marketing the study will be approached for customer satisfaction, preferences, perception, consumer buying behavior etc. As being a broad concept, the two types of engagement marketing will be premeditated that is task-based engagement marketing and experiential based engagement marketing. A successful Engagement Marketing surely engages the customers for the long run, which ultimately leads to increase in sales and revenue generation for the company, apart from that engagement marketing also makes an initiative to engage customer in such a way that it benefits to the society. The research will be supported with the evidence in the form of analysis and interpretation for the engagement marketing.*

**Key Words:** *Engagement Marketing, Task Based Engagement, Experiential Engagement, and Customer Satisfaction.*

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**Introduction:**

Engagement marketing is any business effort put into creating individualized and significant interactions with customers. Brands ought to be vigilant and conduct appropriate research before choosing an approach to engage with the customer because the consumer can effortlessly brush aside the message because of miscommunications.

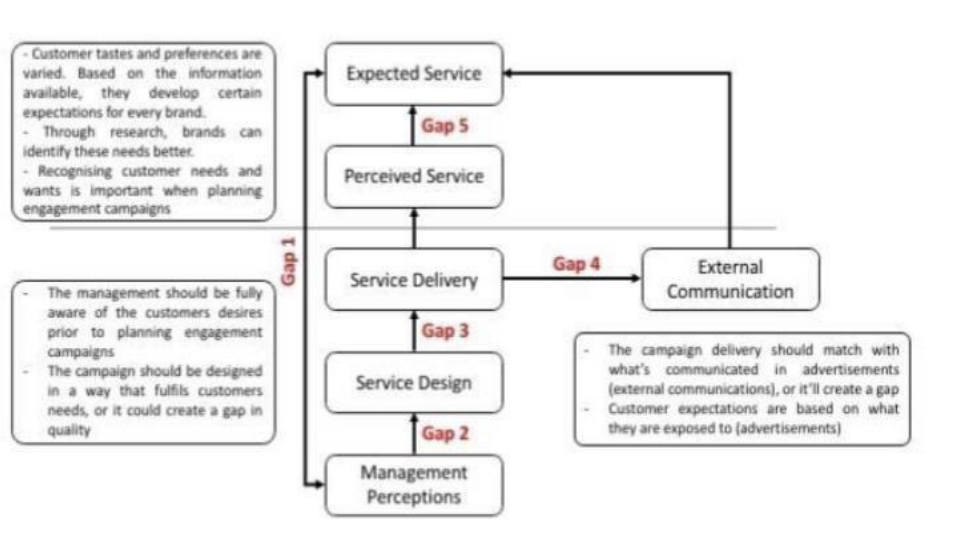
In this research, shortcomings of engagement marketing, in addition to its strengths will be thoroughly explored with appropriate examples of brands such as Lays, Pepsi, Yipee, IRCTC etc. Engagement marketing has put the customer in the spotlight as a "pseudo marketer", because loyal customers aid in promoting the brand and its products, which eventually reduce the company's marketing costs in the long term.

In April 2017, to enlarge their brand engagement, PepsiCo globally broadcasted "Jump in Pepsi Moments", and commercial tailored for millennials with a socially responsible message. The advert portrayed visuals of protests, which was a trending topic at the time, and PepsiCo hoped this would spark social media conversations among millennials concerning these serious topics, while also increasing their brand engagement globally.

In October 2019, as an approach to low social media buzz, Lays India launched the “Smile DekeDekho” campaign, which concerned converting their packaging (with imagery of a smiling face) and attaining out to influencers to generate buzz. As a result, the brand managed to generate over 200 million impressions, and around 10 million in customer engagement, which became a clear sign that their “brand mentions” on social media have been skyrocketing.

From these examples we ought to see that engagement campaigns could propel companies to new heights, but if poorly deliberate or executed, they could ruin the brand image and identity, leaving long term negative effects. The aim of this model is to:

1. Recognize the gaps among the engagement marketing achieved through the brands and the actual engagement of the customers towards that brand.
2. Close the gap and enhance the customer engagement.



### Objective of the Study:

1. To apprehend how brands can engage with customers.
2. To understand the factors on which the customer buying behavior and perception depends.
3. To comprehend the role of engagement marketing in creating loyal customers and long-term relationship with them.
4. To study the impact of engagement marketing on consumer buying decisions.
5. To study how engagement marketing can be a tool to attract, gain and drive attention of consumers.

### Scope:

Customer engagement has developed over a time period and with inside the final decade, it has drawn plenty of interest from entrepreneurs because of the virtual revolutions, social media advertising and marketing and the emergence of a brand new era of customers. P2P Marketing, a brand new avatar of customer engagement advertising and marketing is introduced to the advertising and marketing dictionary.

Engaging customers in advocating or recommending any brand, services or products to their friends both via references, email, message, blog, content material advertising and marketing, microblogging or via social media is called “Peer to Peer advertising and marketing”.

Customers are rewarded via way of means of the agency when they refer a product/carrier to their friends. P2P advertising and marketing has emerge as a completely famous advertising and marketing tactic to attain the audience due to the virtual revolution, emergence of social networking and because of new-technology records and conversation technology.

### Limitations:

This research will be only limited to the consumer who have experienced engagement marketing. Also the research

will be restricted to the areas like Mumbai, Goa and Nagpur. Customers are reluctant for their opinions and feedback and authenticity of the views cannot be verified. The exact parameter of engagement marketing with reference to the level it influence the customer is not predicted.

Hypothesis:

Engagement marketing has effect of customer buying behavior and it creates the impact on psychology towards buying a brand. Task based and experiential based engagement marketing is both different terms on which the hypothesis can be concluded, either a side.

**H0:** Engagement marketing creates impact on customer buying behavior and enhances the reachability that directly trigger the psychology of buying a brand due to task based engagement.

**H1:** Engagement marketing creates impact on customer buying behavior and increase the self transformation that is beneficial to the firm or organization due to experiential engagement.

### **Research Design and Methodology:**

#### **Sample**

The sample consists of 135 online customers from the India based market (primarily Navi Mumbai, Goa & Nagpur). Online selection of consumers was adopted because the model of engagement marketing is mostly online in recent days and in trend due to online shopping and increase in usage of social media. Thus, a study of engagement of consumer with the brands on social media and various other platforms can provide us the information and Analytics that how engagement marketing has impact on customer behavior towards a brand and it's an effective outlook for firms to market up the products and services. The random sampling approach will be followed in this research.

Data collection:

Data is been collected from a sample of 50 online consumers using Google Form. A valid online consumer is recognized as one who had experienced the engagement marketing of more than one brand (December 15 2021 to January 15, 2022).

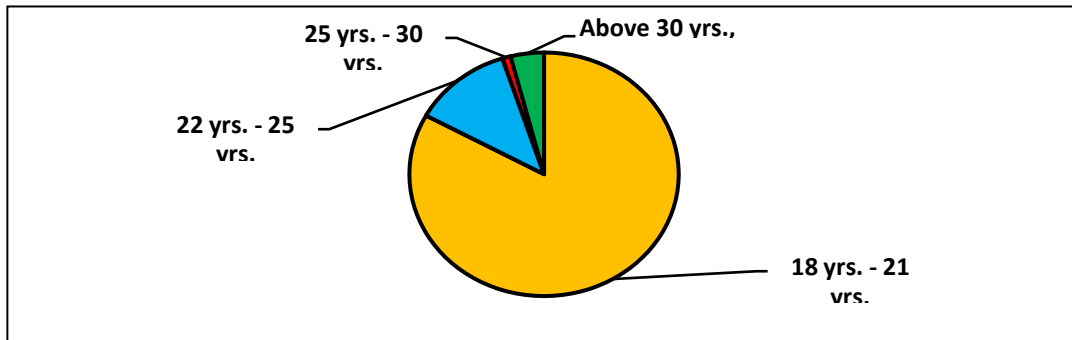
#### **Preliminary Work / Survey Done**

Data has been gathered keeping following aspects in mind

1. Effectiveness of engagement marketing on consumer buying behavior and its reach to the customers that changes the psychology of customers towards brands.
  - Engagement marketing by the brands keep consumer updated about the trend in market with the recent information about the brand.
  - Consumer get to know about the promotion, discounts and offers associate with the brand or products.
  - It encourages the action of purchasing the product.
  - Engagement Marketing helps to develop the customer loyalty.
  - It aims seamless experience to its customer
2. Economic Benefits (EB)
  - Consumer get benefitted by the discounts and promotional offers by engaging with the brand.
  - Economic condition of the consumer advances when they engage with the brand and refer to their friends and families.
  - Making a purchase while engaging with the brand gives consumer more discount than the regular days.
3. Fear of Losing Customer
  - Inconstant interaction by the brand might lose the position in the mind of customer.
  - In order to fear out one customer, engagement marketing aims at acquiring one loyal customer which in order will generate hundreds of customers for the brand by doing word of mouth publicity.

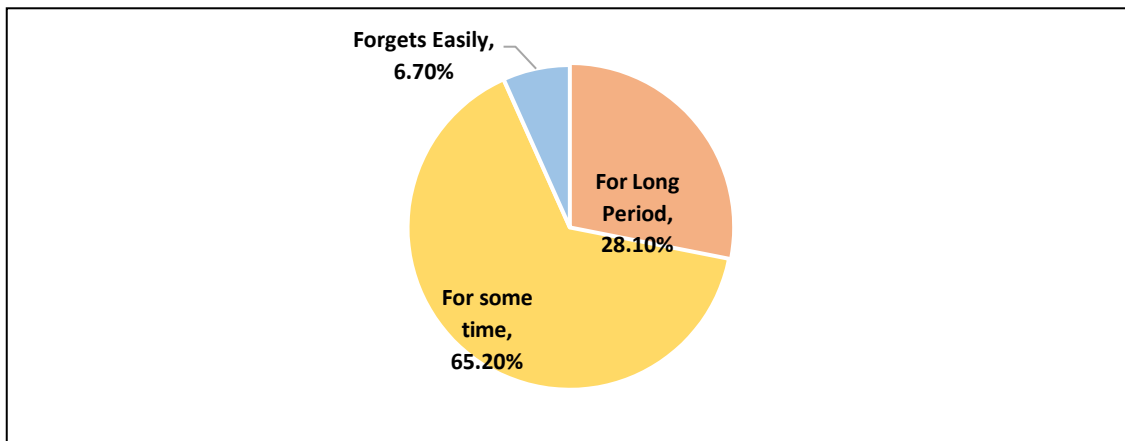
**Data Analysis and Interpretation:**

Data collected by the respondents is been analyzed and interpreted in the graphical form below:



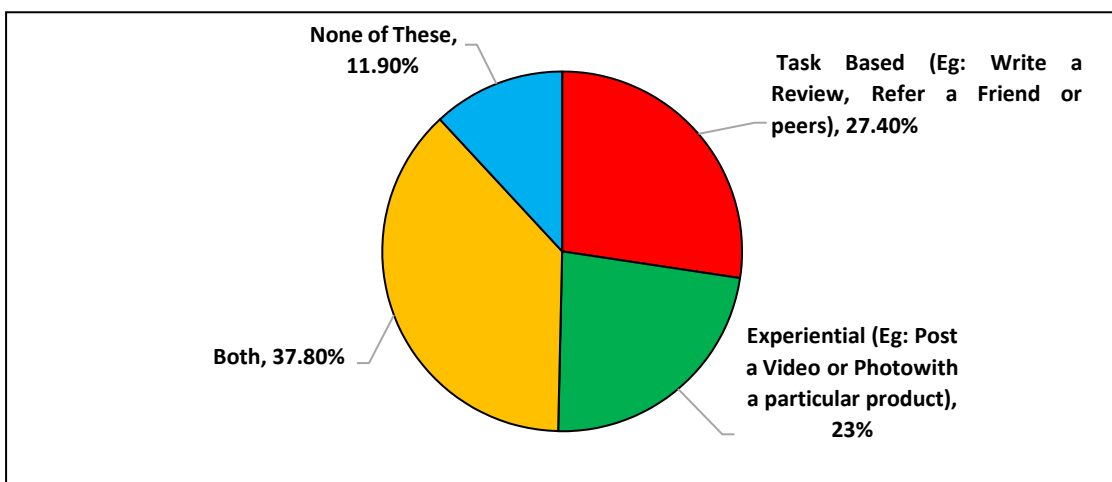
**Figure 1: Age of Respondents**

For the research, the targeted age group was 18 years to 50 years, out of which 83% respondents were among 18 to 21 yrs., while 12% respondents were 22 to 25 yrs., whereas 4% respondents were among above 30 years and 1% respondents were among 25 to 30 yrs.



**Figure 2: Remembrance of the Brands who Engages the Customers**

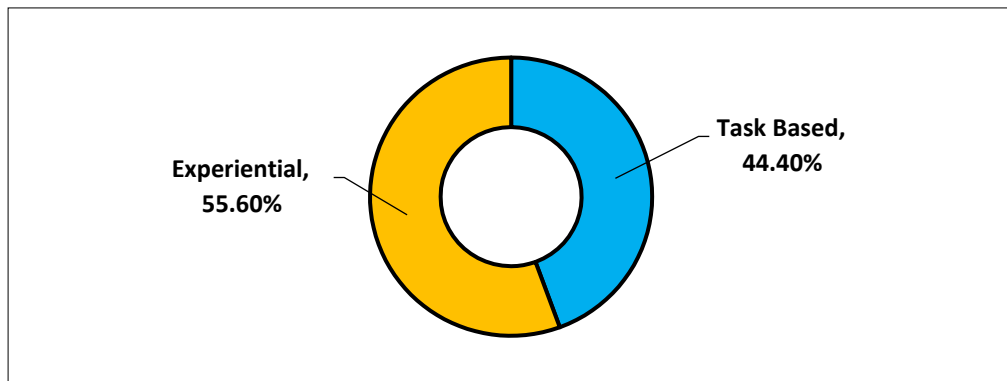
As per the survey, 62.5% respondents are able to remember the brand who engages the customers for some time, 28.10% respondents are able to remember the brand for long period whereas 6.70% respondents forgets the brands easily.



**Figure 3: Different Types of Engagement Marketing experienced by the Respondents**

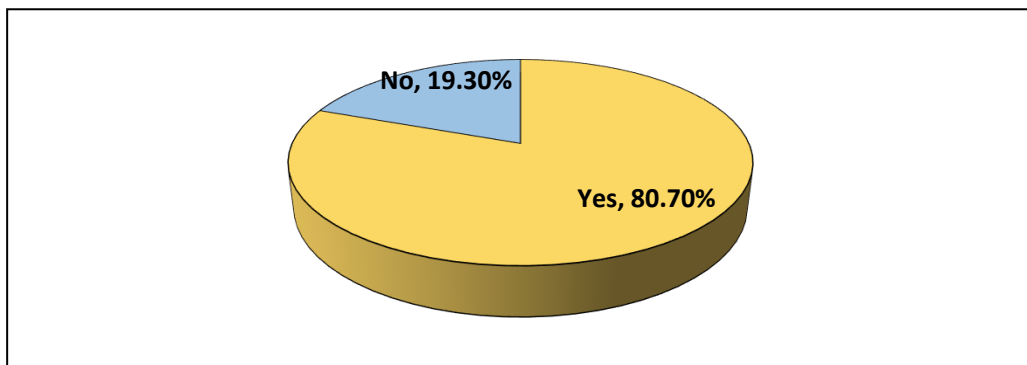
The survey interprets that, 37.80% respondents have experienced Both Type of Engagement Marketing that is Task Based (Egg: Write a Review, Refer a Friend or peers) as well as Experiential (Eg: Post a Video or Photo with a particular product), 27.40% respondents have experienced only Task Based (Eg: Write a Review, Refer a Friend

or peers) Engagement Marketing, 23% respondents have experienced only Experiential (Eg: Post a Video or Photo with a particular product) Engagement Marketing whereas 11.90% respondents have never experienced either Task based or Experiential Engagement Marketing.



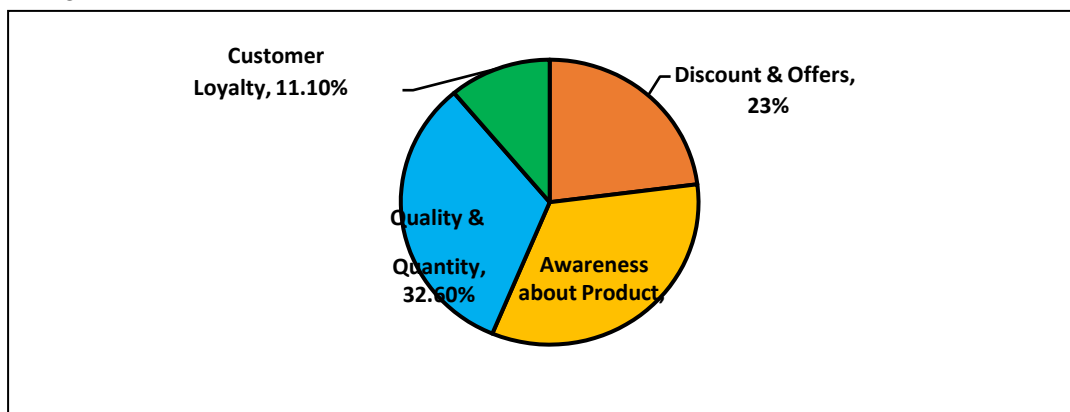
**Figure 4: Type of Engagement Marketing Benefitted the Most**

The survey interprets that, 55.60% respondents have been benefitted by Experiential Engagement Marketing whereas 44.40% respondents have been benefitted by Task Based Engagement Marketing.



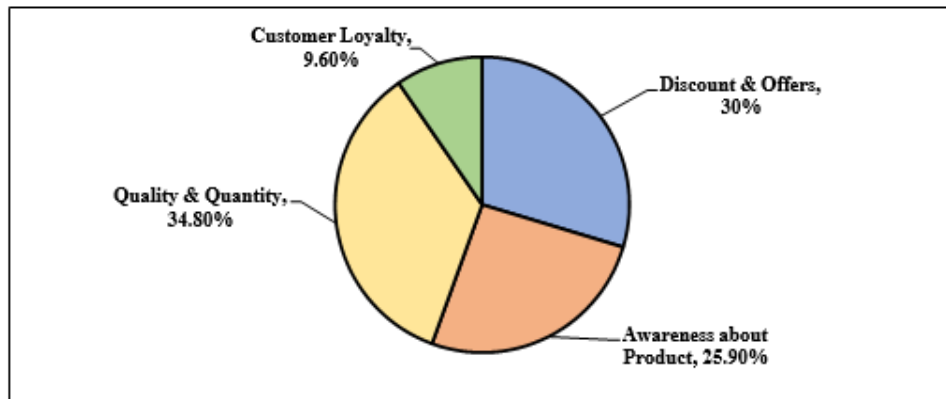
**Figure 5: Change of preference towards any particular brand due to Engagement Marketing**

As per the survey, 80.70% respondents change their preference towards any particular brand due to engagement marketing whereas 19.30% respondents don't change their preference towards any particular brand because of engagement marketing.



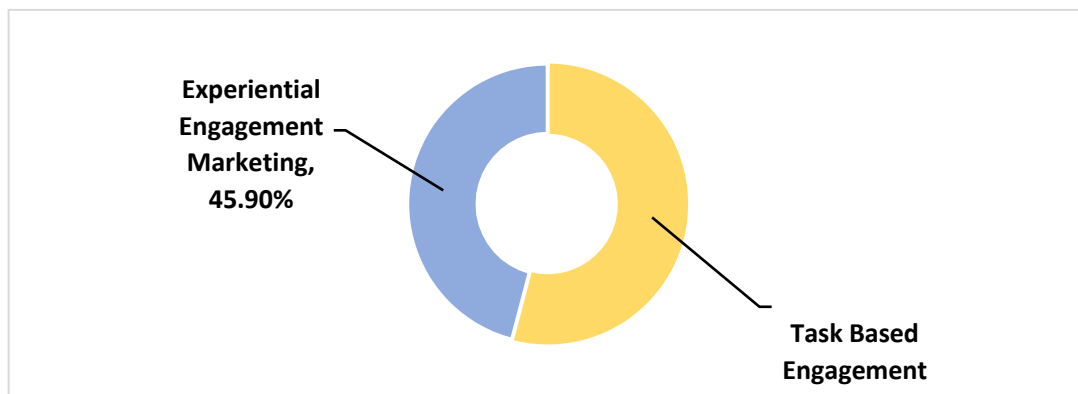
**Figure 6: Factors that Triggers Task Based Engagement Marketing the Most**

According to the survey, 33.30% respondents get triggered for task-based engagement marketing by the awareness about the product, 32.60% respondents get triggered by quality and quantity, 23% respondents get triggered by discounts and offers, whereas 11.10% respondents get triggered by customer loyalty for task-based engagement marketing.



**Figure 7: Factors that Triggers Experiential Engagement Marketing the Most**

According to the survey, 34.80% respondents get triggered for Experiential engagement marketing by the Quality & Quantity, 30% respondents get triggered by discounts & offers, 25.90% respondents get triggered by Awareness about product whereas 11.10% respondents get triggered by customer loyalty for Experiential Engagement Marketing.



**Figure 8: Type of Engagement Marketing Engages Customers the Most in its Activity to Create Awareness about Products**

The 54.10% respondents conveyed that Task Based Engagement Marketing engage them the most in its activity to create awareness about products whereas 45.90% respondents conveyed that Experiential Engagement Marketing engage them the most in its activity to create awareness about products.

**Benefits to the Society:**

A successful Engagement Marketing surely engages the customers for the long run, which ultimately leads to increase in sales and revenue generation for the company. The small percentage of this revenue eventually needs to be contributed by the company on CSR activities as consistent with the CSR Policy of the Indian Government. The brands adopting the engagement marketing approach continuously engage with the customers which assist them to avert from depression or stress. An emerging brand Mama earth is engaging the customer to purchase their product through social media as mama earth have pledged to link every order to a tree which they will be growing under an initiative #Plant Goodness which help the society to be green. Also, a well know brand Mahindra aid road safety by engaging individuals of the society in the campaign “Safer Drives Safer Lives”, this campaign has resulted in road safety, need of concentration while driving and importance of life and family. Engagement Marketing provides tremendous benefits to the society in every other way possible.

**Expected Outcome:**

In the research it is estimated that firm gets maximum outcome in terms of revenue and customer involvement towards the brand proposition that effect the buying behavior of individual, both win-win situation occurs in this

type of marketing either in task or experimental way of engagement. A successful engagement marketing can create a huge brand awareness at a much lower cost as compared to conventional marketing. Also it enable the opportunity to the brand to optimize the strategies as the data gathered is aligned and huge.

#### **Findings:**

- It was observed that people engage more with Task Based Engagement and it becomes easy for brands to engage customers create awareness about products.
- Majority of the respondents who buy online fall in the age bracket of 18-50.
- Most of the respondents get triggered for experiential engagement marketing by the Quality & Quantity, and few of the respondents get triggered by discounts and very few of the respondents get triggered by customer loyalty for Experiential Engagement Marketing.
- Most of the respondents change their preference towards any particular brand due to engagement marketing.
- The majority of people who are willing to buy the product online do look at review and ratings before making the purchase.
- Majority of the respondents trust the reviews posted on the various online platform which includes both owned media and paid media

#### **Hypothesis Testing:**

**H0:** The matter of economic benefits enabling consumer intent has been clearly addressed. The rationale behind this is that customer's benefit because of the offers, discounts, cash backs and cash earning even with exposure to media in form of advertisements, wherein one can draw a comparison between current situations to a past situation when make a purchasing decision.

**H1:** Customer buying online entirely restrains the relationship between economic benefits and sustainable consumption, such that economic benefits effect justifiable consumption more strappingly when buying just basis review is very complex.

As per the survey and all the data analysis it is been found that H0 has been approved whereas H1 has been disapprove.

#### **Conclusion:**

Engagement marketing creates impact on customer buying behavior and increase the self- transformation that is beneficial to the firm or organization due to experiential engagement are proven where this hypothesis is more effective and firms' initiative towards the customers side is more convenient and controllable aspect.

Experiential engagement marketing is the concept where firm not only comes in front to show wide range of activities that are related to customers delight but also, they are crossing the barriers of traditional model of marketing psychology. Facts represent that if customer is willing to buy an unbranded product and before that they came across or involved into engagement marketing are feeling delighted and gets more over the expectation which satisfy the needs of the customer.

#### **Recommendations:**

The brands should be observant while choosing an approach to engage with the customers.

The brand should be focus on retention of their customers through proper social media marketing which would capture hearts and minds of the targeted customers.

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