

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

**ABDULLAH\*, DR SADAF SIRAJ\*\*,  
AKHTER ALI\*\*\***

\*RESEARCH SCHOLAR,  
DEPARTMENT OF MANAGEMENT, JAMIA HAMDARD, NEW DELHI

\*\*ASSISTANT PROFESSOR,  
DEPARTMENT OF MANAGEMENT, JAMIA HAMDARD, NEW DELHI

\*\*\*RESEARCH SCHOLAR,  
DEPARTMENT OF MANAGEMENT, JAMIA HAMDARD, NEW DELHI

---

### 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

1. Ahuja, M. K. and Galvin, J. E. (2003). Socialization in virtual groups. *Journal of Management*, 29(2), 161-85.
2. Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2011). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*(0). doi: 10.1016/j.jbusres.2011.07.029
3. Brown, Stephen, Kozinets, Robert V., & Sherry, John F. (2003). Teaching old brands new tricks: retro branding and the revival of brand meaning. *Journal of Marketing*, 67(3), 19–33.

4. Cavana, R. Y. M., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: Aualitative and quantitative methods*. Queensland: John Wiley & Sons.
5. Chen, Y., Fay, S. and Wang, Q. (2011). The role of marketing in social media. How online consumer reviews evolve? *Journal of Interactive Marketing*, 25, 85-94.
6. Court David, Elzinga Dave, Mulder Susan and Vetvik Ole Jørgen, "The consumer decision journey" McKinsey Quarterly, June 2009.
7. Cuming, L. (2008). Engaging Consumers Online, *The Impact of Social Media on Purchasing Behavior. DEI Worldwide*. [Online]. [Retreived January 16, 2014], <http://www.deiworldwide.com/files/DEI-Study-Engaging/Consumers-Online-Summary.pdf>
8. Ghosh A., Varshney S., Venugopal P. (2013). How Social Media Word-of-Mouth influences Consumer Decision Making: a Conceptual Framework Based on Literature Review, *ICRM-2013 ISBN No: 978-1-63041-998-1*, IIT Delhi, New Delhi.
9. Gupta G. (2013), Social Media Usage and Online Purchase Intentions: Impact of Select Antecedents, *ICRM-2013 ISBN No: 978-1-63041-998-1*, IIT Delhi, New Delhi.
10. Lueg, J. E., Ponder, N., Beatty, S. E. and Capella, M. L. (2006). Teenagers' use of alternative shopping channels: A consumer socialization perspective. *Journal of Retailing*, 82(2), 137-53.
11. Kaplan, Andreas M. and Haenlein M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
12. Kim, J. H., Kim, M. S., & Nam, Y. (2010). An Analysis of Self-Construals, Motivations, Facebook Use, and User Satisfaction. *International Journal of Human-Computer Interaction*, 26(11-12), 1077-1099.
13. Krasnova, H., Hildebrand, T., & Gunther, O. (2011). *Why participate in an online social network: An empirical Analysis*. 1-12. ECIS 2008 Proceedings.
14. Malhotra, N. K. (2010). *Marketing research: An applied orientations (6th ed.)*. New Jersey: Prentice Hall.
15. McAlexander, James H., Schouten, John W., & Koenig, Harold F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54.
16. Muniz, Albert M., & O'Guinn, Thomas C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412-432.
17. Murty A.V.N., Kiran T.,Goel N. (2013). The Role of Social Media in Innovative Marketing, *ICRM-2013 ISBN No: 978-1-63041-998-1*, IIT Delhi, New Delhi.
18. Park, C. and Lee, T. (2009). Information direction, website reputation and eWOM effect: A moderating role of product type. *Journal of Business Research*, 62(1), p 61.
19. Wikipedia. (2014). *Social Media*, Article accessed from [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media) on January 25, 2014.
20. Zaglia M. E. (2013), Brand communities embedded in social networks, *Journal of Business Research* 66 (2013) 216-223.