



INFLUENCING THE BEHAVIOR OF CUSTOMER THROUGH CUSTOMER ENGAGEMENT AND SATISFACTION FOR MARKETING

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ABSTRACT

This study conducted on the theoretical review of the customer engagement and identifies the relationship with key elements of marketing. This is an exploratory study directing new insights in the area of customer relationship management, consumer behavior, consumer psychology, marketing and customer management. Pragmatic marketing practices were discussed with the basics of satisfaction associated with stakeholders with major focus on the customer. Stakeholders are the peoples associated directly or indirectly with the business. A conceptual model is discussed with multilevel connections of the marketing framework. The study is more towards the theoretical motives as the empirical research evidences are less in the part of the education area. Antecedents and consequences of the customer engagement and customer satisfaction are discussed with reference to customer experience, customer knowledge, word of mouth, social engagement and some more concepts. Customer engagement and satisfaction is defined with consequences on both positive and negative conclusions.

KEY WORDS: customer engagement, social engagement, customer involvement, customer attachment, customer participation, satisfaction, customer experience, word of mouth, deeper engagement, negative engagement.

INTRODUCTION

The purpose of a business is to create a customer.

Peter Ferdinand Drucker

For excellent Customer experience, companies increased the budget for customer experience inputs. Gaming is one of the factors added inside their arena of business. Online gaming is another way towards the direction. Marketing is done through gaming and its experience. Game experience may be the crucial factor towards indulgence of customer inside your business. Customer experience and indulgence of customer with the business can leads to customer engagement. Satisfaction may be the intervening variable for the process of customer engagement. The problem with the concept of customer engagement is that antecedents and consequences are doubled arrowed and the process is reversible. In the language of sciences, we can say this reaction is reversible. Many researchers said management as a science and art.

Customer engagement is a wage integration of many subject areas. The subject areas like psychology, behavioral science, customer management, customer relationship management, have strong bonding with these subject areas. Researchers have variable views about the concept in respective connection of the subject area. Dissatisfaction may be considered as reverse of satisfaction. Scientific researcher differentiates satisfaction from dissatisfaction and the differentiation is not as common as the linguistics interpret. Customer's pre-purchase interaction with the brand may leads to step forward in the direction of the deal or exchange. This pre-purchase to purchase interval may direct the engagement.

Dissatisfaction or frustration can be the outcomes of the business relationship. Customer engagement entangles with customer experience, if customer experience was positive in the mind of the customer. Customer engagement has strong positive impact on the business performance. The performance of the business can affect present scenario of the business as well as future outcomes of the business. The process of outcomes from customer engagement is multi-directional and involves multitudinal process concurrently.

Social influence is another factor which can be the leading way towards customer engagement. Word of mouth is possible out come from the engaged customer which further leads to the engagement of the customer. Customer may be single or multiple in numbers. Social engagement is another research topic which is also undergone research. But, customer engagement is process of value co-creation suggested by major researches in the subject area. Customer engagement and social influence has strong binding in the area of marketing. From the collaboration of the customer engagement and the social influence concept the new area of research is developed. This area is called influencer marketing.

In this subject area, marketer directs the marketing strategy on the basis of the social influence of the customer. The customer or the person selected and targeted through the marketing plan to get better output while investing lesser resources. The whole targeted customers are not targeted. But the people whose social group are larger and have strong influence on the group are targeted. The key concept is strong influence afterwards the areal approach of the customer.

This influencer marketing and customer engagement can have much constructive output in the direction of the marketing area.

DEFINING THE CONCEPT

If the customer is satisfied can lead to loyalty for the brand. But satisfaction depends on wide and wage range of factors. One way to this problem can be customer engagement practices. 'The level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioral activity in direct brand interactions'.(Hollebeek, 2011) These activities are like cashback activities, various business involvement activities. "The role of CEB in value co-creation as the customer provision of resources during non-transactional, joint value processes that occur in interaction with the focal firm and/or other stake- holders, thereby affecting their respective value processes and outcomes."(Jaakkola & Alexander, 2014). In this customer engagement practices, customer indulges himself with the brand in various form like word of mouth activities, product innovation, etc. "Customers can create (deduct) value for a firm through the sharing of positive (negative) news and opinions with others and this social transmission has the potential to affect both the transmitters' and receivers' behaviors."(Kumar et al., 2010) Engagement can be of two forms negatively engaged or positively engaged. If the customer engaged deeply with the brand he can benefit the firm in multiple forms. Precaution must be taken that customer must be engaged positively. "Dimensions of Customer Engagement are a) product innovation, b) purchase frequency, c) frequency of service interaction, d) word of mouth, e) velocity" (Tripathi, 2014). Paytm, Jabong, Flipkart are the firms which are utilizing this definition for their customer and proving the concept customer engagement implication. "If people are engaging in online games, psychologically and/or behaviorally, they have a higher propensity to explore in-game features, leading to increased spending on prolonging subscriptions, purchasing virtual items, etc." (Cheung, Shen, Lee, & Chan, 2014) Inferring various meanings from the concept of customer engagement it can be said that customer engagement is scientifically proven concept which is associated with every aspect of the customer social and personal arena. Deeper engagement works as a cushion for small level of problem faced by the customer due to the firm's offerings and resulting after not getting expected value customer still attached to the brand. "Sales

organizations improve customer retention by promoting customer relationship building, providing one-on-one interaction with senior executives from top customers, improving communication, helping customer satisfaction and loyalty and ultimately offering clients a superior level of value to prevent any defections.”(Carter, 2008) “The indirect promotion of a product or service through the elements of a participant’s social network increases the interest (and, hence, the views) more effectively than via banner advertising.”(Dix et al., 2013) Advertisement for the higher discounts may leads to attachment and loyalty to the brand. If the firm got the attention and pursued it into positive direction it leads to higher profits through strong bonds, and long-term relationships. “Ethnographic studies could be conducted to understand the personal relationships developed between service employees and frequent customers within service establishments, followed up with a quantitative study of the long-term transformative effects of these relationships on both parties.”(Subramony & Pugh, 2014) Deeply engaged customer can help the firm in various forms like word of mouth, help the firm by sharing their knowledge with firm, by starting personal blog directing to the firm, interdepend benefits like adding new customer, the customer at both ends get benefited (special discount). In a research on loyalty programs (Henderson, Beck, & Palmatier, 2011) suggested that:

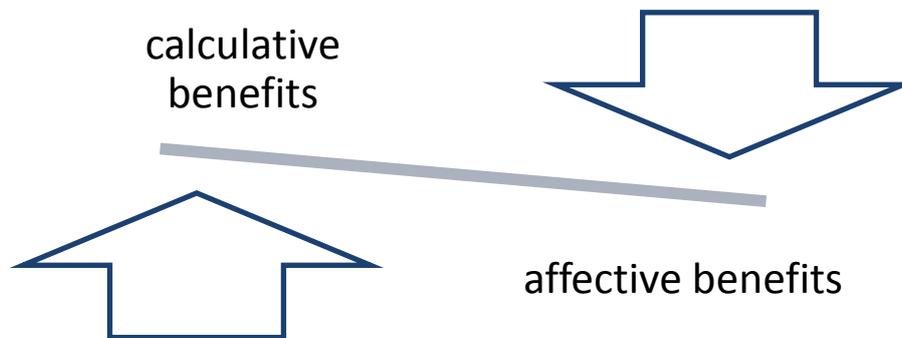
- (a)** Effectively managing the habit-based mechanisms is important in the mature stage to insulate against relationship decline,
- (b)** Effectively managing the status-based mechanisms are important in the growth stage to motivate consumers to achieve enhanced status and in the mature stage to motivate consumers to protect their enhanced status, and
- (c)** Effectively managing the relational-based mechanisms efforts are important in the initiation and growth stage to initiate the path towards a communal social relationship in later stages.

Consultants in the civil projects provides better services to the new customers and satisfy their needs and try to make customer them loyal to the consultant or to the firm. “Consultants may focus on the effort required to prepare project proposals in order to secure new engagements, the effort put into ensuring customer satisfaction on any given project may have a significant leveraging impact and firm select consultant while checking their capability to provide service to the firm’s customer base both effectively and efficiently.”(Haverila, Bateman, & Naumann, 2011) “Entertainment benefits are likely to be an essential attraction for all types of gaming sites, but also other sites are encouraged to offer entertaining elements, such as comic strips, videos, or photos, to put customers in a good mood and to encourage them to return to the site. Companies need to create content that keeps customers visiting the Facebook site and encourages them to engage also in transactional behaviors.”(Gummerus, Liljander, Weman, & Pihlström, 2012)

Customers provide value to the firm through their (a) own transactions (CLV), (b) behavior of referring prospects (CRV), (c) encouragement on other customers and individuals to make (or not make) initial or additional purchases (CIV), and (d) feedback to the firm on ideas for innovation/improvements (CKV). These four dimensions together constitute a customer's CEV(Kumar et al., 2010). Extensive discussion on the above terms will be in the lateral part.

COLLABORATIVE MATRIX OF CUSTOMER ENGAGEMENT AND SATISFACTION

A problem with the concept of customer engagement is finding the correct model for antecedents and consequences and their proper relationship with the intermediate junctions and points. Branding the product with the high aesthetic value is not so valuable if we are considering the male health products. Whereas, five-star hotels value it with high priority and this is one of the key point of branding their services. This aesthetic value may be in various forms and it is an affective aspect of psychology along with very less amount of the calculative part of the brain.



Psychological studies bifurcate engagement into two antecedents which have proportionate relationship with each other. Food is the most important part on the calculative benefits of the relationship in the customer and hotel interaction. Alongside, other reasons make the relationship positive or negative for the business. These reasons may be the interaction experience of the customer with reception staff, at the main gate with doorman, aroma used for fragrance in the hotel. Calculative and affective benefits have strong bonding with each other. In the majority of the cases one is the base for other.

CONCEPTUAL MODEL FOR CUSTOMER ENGAGEMENT AND DISCUSSION



Customer, employees, sellers, and investors are partner of the brand as they have some common motive force. Engineers working with the ITC not necessarily are the engaged with the brand and purchase the products and services from the brand. A customer purchased the product from the brand is not necessarily come to purchase again. Investor's prime objective is to stay with brand is profit. But profit may short term or long term and accordingly affect the decision of the investor. Collaboratively, we can say that value aspect of every stakeholder satisfaction is different.

Customer satisfaction is associated with various aspects. These aspects can have defined with wage spectrum. The engagement can be defined with various frames of references. Red color is used by majority of brands in their logo. Cashback concept is used by majority of firms. Emphatical discussions are pursued by the sales call representatives. As in business model of google where they provide majority of services freely (appeared). In India, Reliance Jio utilized the approximate same strategy in many ways and make strong penetration in Indian telecommunication industry. Xiaomi penetrates market with cheaper product and create havoc by curiosity and scarcity. This brand made very fast and strong presence in Indian android industry. Collectively, these all firms were able to make customer engaged with the respective brand. There

were various reasons like hedonic, cognitive, social, economic, psychological, and physical. But this firm gets benefitted by the strong impact make on the market through various channels.

CONCLUSION

Customer engagement is the concept which leads to far than the satisfaction concept as it has a complex proactive and reactive activity. Proactive and reactive by the engaged customer, reactive activity by the investors and business. Every stake holder of the firm if engaged positively with the firm can help firm by positive word of mouth, product innovation, refereeing the brand, purchasing the same products, other products, purchasing from the associated products and brands. In short he plays a role of change agent. (Rafferty, Jimmieson, & Armenakis, 2012) Customer delight is the step next toward the better business scenario from the concept of satisfaction. Or we can say more than satisfaction is called delighted business transaction. (Mascarenhas, Kesavan, Bernacchi, Mascarenhas, & Kesavan, 2008) Delighted customers are self-motivated to help brand into more profitable leads. In the conceptual model we can say that satisfaction at any point of the model affects the whole framework and leads to customer engagement and customer engagements leads to more satisfaction. Customer generally express himself with the products and services in business to business channels and business to customer leads to higher revenue and brand value for firm and brand (Smith & Colgate, 2007)(Kim et al., 2014) This model suggests that profit is inherent in the customer engagement with various directs and connects whereas loyalty and satisfaction is helping the concept to measurable.

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