



Impact of Social Media Marketing on Customer Brand Engagement Behaviour: With Special Reference to Consumer Electronic Brands in Sri Lanka

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ABSTRACT

This study examined the influence of social media marketing activities on customer brand engagement behavior of the Sri Lankan consumer electronics market. The study adopted the quantitative research approach followed by a questionnaire-based survey involving 100 social media users of popular pages and online shops. Data were analyzed with Statistical Package for the Social Sciences (SPSS) version 20.0, including descriptive statistics, reliability analysis, correlation analysis, and regression analysis methods. The findings revealed that Awareness, Drive Traffic, and Share of Voice factors have a significant positive relationship with customer brand engagement (CBE) behavior. Further analysis identified that a 44.6% variance of CBE is explained by the Drive Traffic variable. It is believed that these findings will be useful to both researchers and managers, especially those in the consumer electronics market. For further studies, it is recommended this study expand to more industries and more social media marketing factors. In the dearth of studies in the Sri Lankan context, this study will contribute to the academia and professionals who are interested to study the influence of social media marketing on customer brand engagement behavior.

Keywords: *Customer Brand Engagement, Consumer Electronics, Social Media Marketing*

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1. INTRODUCTION

Along with the digital transformation of enterprises and industries, customers are becoming more self-active when, where and how they choose to deal with brands. Now, consumers are strong and demanding market players who share a sense of marketing. David Cooperstein in the Forrester Research (2013) illustrates what challenges today businesses face: In short, it said the different subcomponents influence customers to associate with the brand promoted through applications for social media marketing. Sensitivity is thus one of the factors that influence consumer participation (De Vries et al., 2012). Around the same time, the commitment to social media is known as another factor in the commitment of customers.

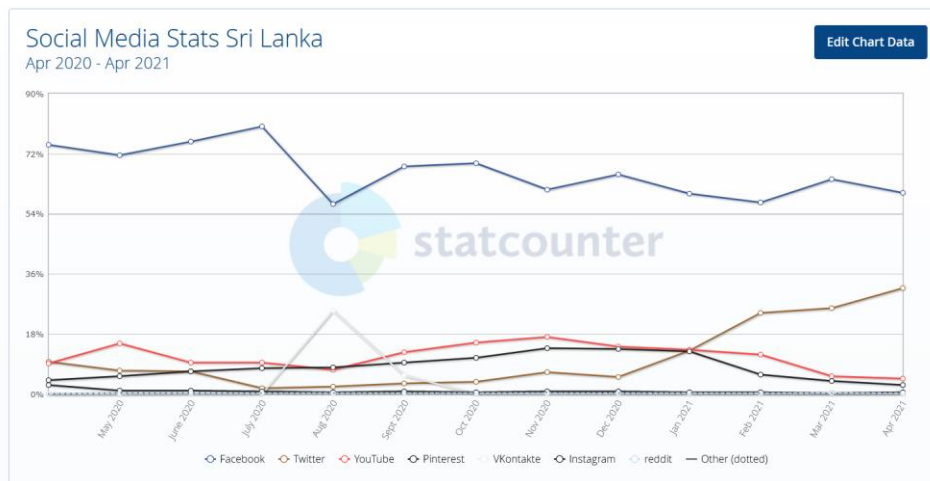
In addition to raising the interest of professionals, the principle of consumer involvement has recently become an integral part of marketing research, which has led a new approach to understanding customer-brand interactions. The Institute of Marketing Studies (MSI, 2014) proposes that commitment should be a top priority over the next few years for research. The issue of how to identify and quantify participation and what marketing practices should be investigated and how social media can drive interaction, to better understand customer behaviour (MSI, 2014). In marketing terms, the Internet is a vital medium for reaching a wider audience, targeting the customer and marketing goods internationally. The phases of consumer decision-making today partially or fully have changed into a digital environment, requiring new marketing tactics to attract the attention of customers and persuade them of the importance of a brand (Berry, 1983; Kotler & Keller, 2006) stresses the efficient brand management in even though conventional marketing practices are complemented by novel marketing strategies made possible by new media. The growth of social media, in particular, has announced a new age for consumers' advertisers (Dissanayake, Siriwardana & Ismail 2019).

However, brand management becomes more demanding because customers are better educated, strengthened and simultaneously swamped with product details, product information. In addition, social media helps customers to further grow the brand image and brand stories, offering them a broad range of content and information about brands (Xiao et al., 2019). As Thomas puts it (2007: 636), it's "to be a loyal brand," not "to create loyal clients" anymore. This implies that rational considerations are increasingly less important, such as the appearance of a brand, or the technological properties of a product. Rather, the way people connect and experience a brand that counts is more important (Ravi et al., 2007). Companies therefore rely heavily on social media, which provides a great place for commitment thanks to their interactive features.

1.1. Research Problem

Social media marketing will bring the media on sites like Twitter, Facebook, YouTube, Blogs, My Room, Flixster, Instagram, Tumblr, Google+, LinkedIn, etc. These are channels that promote and send traffic from all over the world to your websites. Social networking is a perfect way to make company repeat and draw new people. The social media like Facebook continue to be the main social media forum for these purposes in this digital world, while Sri Lankan companies are still finding challenges to obtain successful results (Siriwardane & Dissanayake, 2019). Businesses in Sri Lanka are on the fast track to invest in social media marketing with the rapidly growing mobile broadband and fixed Internet connections. Today, Sri Lankans have more than 23 million mobile connections. More than 4.5 million Sri Lankans use social media, out of over 5 million registered internet users. Less and fewer people spend time on the TV and more people spend their time on their cell phones. They have more and more people. Small companies as well as big companies are thus beginning to understand the promise of Sri Lankan social media marketing. Figure 1 below illustrates the social media statics of Sri Lanka during the period April 2020 to April 2021.

Figure 1: Social Media statics of Sri Lanka – From April 2020 to April 2021



In terms of building commitment itself, there is a significant amount of different academic literature, but marketing research is uncommon (Vivek, Beatty, & Morgan, 2012). For example, van Doorn et al. (2010) note that the precedence of interaction and review of channels in which customer engagement takes place should be one of the key focus of future research. To better understand how engagement takes place, Vivek, et.al. (2012) propose analyzing a commitment scale in a wide range of contexts. In addition, little is understood about how social media sites communicate with brands and supporters and what behavioral consequences are involved with a brand profile (De Vries & Carlson, 2014). Most of the articles dealing with participation and its involvement in relationship marketing are restricted to consumer product exchanges, except for the aspect that a potential consumer interacting with an online brand may also be involved (Vivek, Beatty, & Morgan, 2012). Therefore, when analyzing the

communication construction, Vivek, Beatty, & Morgan (2012), say that future research should look at it and provide an all-embracing approach that involves everyone based on core elements of interaction marketing. In general, construct interaction research is viewed as contributing to empirical research in wider theoretical areas (Brodie et al., 2011) and the online context is intended to provide a forum for behavioral outcomes, such as word-of-mouth, which are of advantage for the company (Kozinets et al., 2010). Thus, social media interaction becomes more and more prevalent on-line and is particularly curious, as seen in the previous segment, within the digital world. Because of Facebook's popularity, scholars started studying the primary drivers of Facebook usages through use and theory of gratuity (Sirgy et al. 2000; Whiting & Williams, 2013). However, there are still few academic studies on Facebook brand pages and more research is needed in order to understand the reach of customer intention in the social media setting towards brands (Hodis, Sriramachandramurthy, & Sashittal, 2015). Jahn & Kunz (2012) also calls Facebook brand pages a 'blue box,' claiming that what is going on inside is still unclear. The authors also emphasize that understanding of the social media relationship users have with brands online and the positive online and offline behavior that these users display is important. Some scientists have started to tackle this problem through their commitment to social media and provide first studies of how people interact in the Facebook context (Hollebeek et al., 2013). However, more research on the subject is needed to better understand the relationship between brands and users of social media platforms. In summary, not only is there a marketing practice gap regarding the active management of online brand involvement, but more empirical studies are needed to understand the functioning of online marketing strategies including social media to make effective consumer engagements with the brands promoted (Dissanayake, et.al.2019; Hodis, et.al.2015; Hollebeek et al., 2013). Investigating the social media impact on brand engagement related aspects has been claimed as a research gap and practice related requirements in recently held studies (Siriwardane & Dissanayake, 2018; Vivek, et.al.2013). Those studies mentioned the specific product natures, industry practices and brand competition prevail in consumer electronics and high involvement products need special attention when applying social media marketing strategies including Sri Lankan context (De Vries & Carlson, 2014; Hollebeek et al., 2013; Sirgy et al. 2000; Siriwardane & Dissanayake, 2018; Whiting & Williams, 2013). Alongside, this paper aims to contribute on how to effectively manage brands within the social media context addressing to the practice issues found within the consumer electronic market in Sri Lanka since it has claimed studies to investigate the effectiveness of industry practices within the said context.

2. LITERATURE REVIEW AND HYPOTHESIS BUILDING

2.1. Customer Brand Engagement (CBE)

Customer Brand Engagement (CBE) was perceived as an enthusiastic relationship between a company and its client, centered on the cooperation and encouragement of its customers. Some studies show how

e-commerce, an online technique, generates e-loyalty through promotional practices (López-Miguens & González-Rufino 2017). Vivek, (2009) has successfully defined CBE as the power of individual involvement and a partnership with the association's deals and work begun either by the customer or the association. Mollen and Wilson (2010) described the particular instance of Online CBE as the psychological and sensory obligation of the customer to a functional brand partnership as illustrated by the website. All these ideas speak for themselves in a lonely hypothesis that confused the achievement of more influential applied progress and reflects the lack of supreme agreement (Hollebeek et al., 2013). In terms of the dimensions of CBE, Vivek (2009) used a multidimensional perspective on three measurements: intellectual, passionate, and comfortable engagement. The previous concept of customer commitment points out a multidimensional structure covering psychological and behavioral dimensions, which supports a psychological link to the brand, apart from the psychological context for a genuinely committed customer (So et al., 2014). However, some researchers have considered that the behavior of customers comes from a number of motivational drivers (Bijmolt et al., 2010). The multidimensional approach to the conceptualization of consumer interaction with a view to predicting conventional loyalty history implies that only behavioral interventions cannot be considered on a conceptual.

The fact that CBE has been studied for a number of ways of commitment and interpretations of the term in different disciplines. In scientific literature there are two approaches to the CBE dimension: one, in which one dimension is defined as the dominant and another, in which different CBE dimensions interrelate. Kuvykaitė and Tarutė (2015) stresses that the concept of dimensions depends, among other options, on the object of the commitment such as a brand, a brand network, an online social forum, a web site. The authors also emphasize that there is no agreement on the dimensions to be included in the client involvement structure when approaching a multidimensional viewpoint (Kuvykaitė and Tarutė, 2015).

Vivek (2009) and So et al. (2014) viewed that the feeling of 'excitement' has a positive affect as a key indicator of the relationship between customers and a brand. Vivek (2009) and So et al. (2014) supported 'attention' as object of consumer involvement. They argued that a branded consumer is attracted to brand-related content and thus appears to concentrate more attention on brand information including news, ads, products and other information. The researchers describe 'absorption' as an enjoyable state which is entirely concentrated and thoroughly absorbed by customers, which takes time quickly and takes care of its task, taking account of attention as an excellent experience (Patterson et al. 2006). According to Vivek (2009) and Bijmolt et al. (2010) customer 'interaction' is an integral part of conceptualization of customer involvement. They argued that when the strength of customer engagement increases, brand participation tends to rise, and customer interaction at a brand level is supported in both aspects. Bhattacharya et al. (1995) viewed that 'identification' as an adequate aspect

of customer involvement as a cognitive component that justifies customer commitment. He described identity of the customer as a "perceived oneness or membership of a company." Table 1 shows examples of the CBE dimensions used in the literature.

Table 1: Customer Brand Engagement Dimensions Used in the Literature

Dimensions of CBE	Researcher(s)
Intellectual engagement	Vivek (2009)
Passionate engagement	-Do-
Comfortable engagement	-Do-
Psychology of customers	So et al., 2014
Behavior of customers	-Do-
Enthusiasm	Vivek, 2009; So et al., 2014
Attention	Vivek, 2009; 2014
Absorption	Patterson et al. 2006
Interaction	Vivek, 2009; Bijmolt, et al., 2010
Identification	Bhattacharya et al. 1995

2.2. Social Media Marketing (SMM)

Social media is described in the Oxford dictionary as: "Sites and applications that enable users to create and distribute content for social network use". The concept for social media is, according to Tech-Target. "Social Media is the network of online channels for feedback, interaction, share of contents and collaboration centered on the community." Liu and Shrum (2013) defined the social media involvement as the extent to which two or more communicating parties can act on the media and messages and the extent to which such actions are synced with each other.

Aaker (2019) highlights various concepts that define four different viewpoints on social media covering the technological prospects, general user outlook, business information and communication, and marketing perspective. Parveen, Jaafar, & Ainin (2016) pointed out that social media opens two-way communication to allow companies to better understand and respond to desired needs of their customers. Barger et.al. (2016) justified measures to produce CE on social media for five predecessors of customer readiness, arrangement of components related to items, customer-based variables, material elements, and substances quality. These five components support the way customers connect themselves with brands through web-based networking media, which impact on the company's commitment. Researchers have studied the influence of factors such as awareness (Centola, 2010), consumer engagement (Engeström (2005), drive traffic (Sledgianowsky and Kulviwat, 2011; Lin and Lu, 2011), advocates & social media supporters (Tokunaga, 2013), Share of Voice (Duboff and Wilkerson, 2010; Hoffman and Fodor, 2010; Fisher, 2009), marketing influencers (Sudha & Sheena, 2017) which influences brand involvement in online media. Out of the above-mentioned dimensions,

awareness (A), engagement (E), drive traffic (DT), advocates and fans (A&F) and share of voice (SV) were adopted to meet the purposes of this study. Table 2 shows examples of the SMM dimensions used in the existing literature.

Table 2: SMM dimensions used in existing literature

Dimensions of SMM	Researcher(s)
Customer readiness	Barger et.al. (2016)
Arrangement of components related to items	-Do-
Customer based variables	-Do-
Material elements	-Do-
Substances quality	-Do-
Awareness	Cooperstein (2013)
Consumer engagement	Engeström (2005)
Drive traffic	Sledgianowsky and Kulviwat (2011), Lin and Lou (2009)
Advocates & social media supporters	Tokunaga (2013)
Share of voice	Duboff and Wilkerson (2010), Hoffman and Fodor (2010), Fisher (2009)
Marketing influencers	Sudha & Sheena (2017)

2.3. Relationship between SMM Dimensions and CBE

A study performed by Hoppe, et al. (2010) on the dimensionality of SM brand engagement, SM drivers, and impact of SM brand engagement on brand equity, it was found a positive relationship between brand awareness and CBE. The findings of the same study further reveal a positive relationship between customer interaction denoted to engagement and SM brand engagement. Findings of Hoppe, et al. (2010) also revealed that the hedonic motives (enjoyment of interacting on SM and brand affiliation) of users which is reflected under the variable ‘drive traffic’ in the current study has a positive relationship with CBE. Gummerus *et al.* (2012) remarked the influence that SMM can create on consumers’ brand preferences and purchase behaviors. He highlighted the positive influence on brand equity by the positive responses to a company’s and other consumers’ brand-based communication on SM. This reveals the positive influence that advocates, and fans can create on CBE. To support the share of voice variable identified for the current study, Jahn and Kunz (2012) identified content-oriented (functional value and hedonic value), relationship-oriented (social interaction value and brand interaction value), and self-oriented (self-concept value) as drivers of fan page engagement and an improved consumer-brand.

Based on the above results between SMM dimensions and CBE, the following hypotheses are proposed for the current study:

H1- There is a significant positive relationship between awareness of social media marketing (AW) on customer brand engagement behavior (CBE).

H2- There is a significant positive relationship between social media engagement (EN) and customer brand engagement behavior (CBE)

H3- There is a significant positive relationship between drive traffic (DT) on social media and customer brand engagement behavior

H4- There is a significant positive relationship between advocate & fans (A & F) of social media and customer brand engagement behavior

H5- There is a significant positive relationship between share of voice (SV) of social media and customer brand engagement behavior

3. METHODOLOGY

3.1. Sample and Data Collection

The study population comprises social media users in the most popular pages and online shops. From the population a sample of 280 customers were selected using the convenience sampling. The questionnaire was developed based on a deductive approach and all the measures were based empirical justifications. It used 5-point Likert scale to measure the responses.

3.2. Measures & Reliability

The AW measure comprises three dimensions: coverage, presence, knowledge building, and three items were used to measure this variable. EN was measured using three dimensions of identify the content, conversation and sharing with three questions adapted from Engeström (2005). Dimensions used for DT variable were group functionality, reputation and entertaining adapted from Hemkens et al. (2011) and Baird and Parasnis (2011) and three question items were used as measurements. Reach, influence and conversion were among the dimensions used for A&F variable with three questions adapted from Sidorova & Agostino (2016) and Buhalis & Mamalakis (2015). Three questions were adapted from Duboff & Wilkerson (2010), Hoffman & Fodor (2010) and Fisher (2009) to represent the three dimensions of involvement, response and feedback under the SV variable. For measurement of the CBE variable four question items were adapted from Greenberg (2010) under the dimensions of involvement with the promoted brand, satisfaction with the information shared, commitment to respond for the information shared and trusting the brand.

3.3. Testing Initial Assumption for Parametric Analysis

It employed SPSS-23 version to do the initial data set preparation and testing the preliminary requirements. It had to remove 32 questionnaires recorded some extreme data and incompleteness. The final analysis was carried out based on 248 questionnaires. Accordingly, the overall Cronbach's Alpha value of 0.883 obtained whilst all the variables were found having more than 0.7 of Cronbach's Alpha values indicating the strong internal stability of the measuring instruments. The normality test was carried out by analysis the Kurtosis and Skewness tests. All the items were found within the acceptable zone as mentioned by Ho (2013).

4. DATA ANALYSIS AND RESULTS

4.1. Descriptive Statistics

Demographic variables employed in the study were analyzed using frequencies and percentages, and the results are summarized in Table 3.

Table 3: Descriptive Statistics for Demographic Variables

Variable	Classification	Frequency	Percentage	Cumulative Percentage
Age	18 - 25	60	60.0	60.0
	26 - 45	24	24.0	84.0
	Over 45	16	16.0	100.0
Gender	Male	36	36.0	36.0
	Female	64	64.0	100.0
Civil status	Single	44	44.0	44.0
	Married	56	56.0	100.0
Job Category	Non-Executive	44	44.0	44.0
	Executive	36	36.0	80.0
	Managerial	20	20.0	100.0

Out of the 100 cases, 60% majority of respondents were between 18-25 followed by the age group of 26 - 45, representing 24% (N=24) and over 45 years group of 16% (N=16) respectively. Among the respondents 64% majority were females (N=64) and 36% were males (N=36). Majority of the respondents were married representing 56% of the sample (N=56) and 44% were single (N=44). Within the sample, the majority of 44% were non-Executives (N=44) followed by the Executive category of 36% (N=36) and the least group of managerial categories of 20% (N=20).

Descriptive statistics were used to describe the variable data in the sample studied are given in Table 4. With respect to variable AW, the range of scores was between 2 and 4, with a mean of 2.40 and a standard deviation of .503. As for EN, the range of scores was 1 and 4, with a mean of 2.31 and a standard deviation of .595. Looking at DT, the range of scores was between 1 and 4, with a mean of 2.36 and a standard deviation of .805. Scores of A&F variable ranges between 2 and 4 with a mean of 2.30 and a standard deviation of .453. The range of scores of variable SV, was between 1 and 4 with a

mean of 2.41 and a standard deviation of .753. With respect to the dependent variable CBE, the range of scores was between 1 and 4 with a mean of 2.36 and a standard deviation of .805.

Table 4: Descriptive statistics of variables used in the study

Variable	N	Minimum	Maximum	Mean	Std. Deviation	Variance
AW	100	2	4	2.40	.503	.253
EN	100	1	4	2.31	.595	.354
DT	100	1	4	2.36	.805	.648
A&F	100	2	4	2.30	.453	.253
SV	100	1	4	2.41	.753	.568
CBE	100	1	4	2.36	.805	.648

The results of Table 4 show that the mean values belong to each variable were below the theoretical mean (>3). Thus, it can conclude that answers are more towards the lower side of the 5-point Likert scale, and responses were around the ‘Neutral’ level for all five constructs. The Mean values ranging between 2.30 – 2.41 show the lower level of acceptance of measurements by the respondents. The lower standard deviation values representing each variable indicate the lower deviation of responses from the mean value of the distribution.

4.2. Analysis of Inferential Statistics

4.2.1. Pearson’s Correlation Analysis

The Pearson’s correlation coefficients in Table 5 indicate that there are significant relationships between AW, DT, SV and CBE indicators. Summary of the hypothesis test results are given in the same table.

Table 5: Results of the Correlation Analysis

Variables	Pearson’s Correlation	Sig. (2-tailed)	Conclusion
AW Vs CBE	.652**	.002	H1a: Accepted
EN Vs CBE	.367	.112	H2a: Rejected
DT Vs CBE	.635**	.003	H3a: Accepted
A&F Vs CBE	.324	.163	H4a: Rejected
SV Vs CBE	.640**	.002	H5a: Accepted

** Correlation is significant at the 0.01 level (2-tailed)

Null hypothesis for H1 is rejected with the corresponding $r=.652$ significant at .01 level ($p<.01$). In other words, the results accepted the H1 of the study. With the $p>.01$ the correlation between EN and CBE and A&F and CBE are rejected with the corresponding r values of .367 and .324 respectively. Thus, the results rejected the H2 and H4 of the study. Given the significant r values of .635 ($p=.003$) and .640 ($p=.002$) at .01 level H3 and H5 of the study are accepted. Hypothesis test results can be summarized as there’s a statistically significant positive relationship between awareness, drive traffic, and share of voice of social media marketing and customer brand engagement behavior.

4.2.2. Regression Analysis

Regression Analysis results are summarized in the table 6. With the statistically non-significant ANOVA F-test results obtained for the AW, EN, A&F, SV and CBE predictors, non-existence of a linear relationship between those predictors are indicated. Therefore, it is concluded that the change of customer brand engagement cannot be predicted using the awareness, customer engagement, advocates and fans and share of voice factors.

Table 6: Regression Analysis Results

Variables	(R ²)	ANOVA F-Value	P-Value	Conclusion
AW Vs CBE	.093	2.950	.103	There is no linear relationship between AW and CBE at .05 level ($p > .0$)
EN Vs CBE	.128	2.638	.122	There is no linear relationship between AW and CBE at .05 level ($p > .0$)
DT Vs CBE	.446	14.507	.001	There is a linear relationship between DT & CBE at .05 level.
A&F Vs CBE	.135	2.950	.103	There is no linear relationship between AW and CBE at .05 level ($p > .0$)
SV Vs CBE	.128	2.638	.122	There is no linear relationship between AW and CBE at .05 level ($p > .0$)

With the statistically significant ANOVA F-test results obtained for the DT variable at .05 level ($p < .05$), it is concluded that drive traffic is the only variable predicting the customer brand engagement behaviour of the studied population. With the R² value of .446 obtained from the model summary, DT explains 44.6% variance of CBE.

5. CONCLUSIONS

In this paper, the marketing literature is brought to light by making clear from a value-co-creational viewpoint the short- or long-term impact that consumer engagement has on brand loyalty. In a social media sense, it documents the CBE's short-term impact on these variables. The findings support the previous studies which predicts that happiness is the main way to fidelity, in the short and long term, and which suggests reciprocal effects between these variables in social networking contexts (Armstrong & Kotler, 2007; Jacobs, 1961; Wu, G. 1999). The greater impact of customer engagement on brand loyalty among consumers interacting with brands in social media is a positive result for service firms that are using social media strategically as a marketing and service platform. In violation of cross-sectional results (Auh et al., 2007; Hosseini et al, 2013; Flores and Vasquez-Parraga, 2015), the effects of customer involvement were not important in Study 2. These findings are of use in the marketing literature. While consumer involvement generates short-term positive results, long-term Brand Satisfaction or Loyalty does not seem to benefit. The fluctuating existence of consumer engagement in brands and brand activities (as with CBE) can explain these results; customers co-production will soon

be able to forget the involvement of brands and brands. Brand related behaviors are the best outcomes of a successful strategies in many industries (Dissabandara & Dissanayake, 2019). Another theory may be that service companies don't well prepare the basis for customer involvement, thus randomly and unsystematically managing the feedback over time. When consumers do not see any improved services, they are likely to stay satisfied and loyal to them. Anything else may be plausible. For example, the impact on satisfaction of customer participation may rely on the perceptions of the customers about results (Flores and Vasquez-Parraga, 2015).

Bendapudi and Leone (2003) found that consumers involved in production with a company were less pleased with the company than those who decided not to participate if the results were better than expected and were better than expected when the results were worse than expected. Thus, the state of 'outcome as predicted' may be a "invisible" element that can in future empirical studies of the impact on brand satisfaction of customers. Customers assign credit to themselves or to the company that can affect satisfaction with good results or negative results. The non-longevity of customer engagement can also be attributed to the absence of variables of moderation (e.g. "simple" versus "difficult" design examples) and/or mediation (e.g. self-congruity) (Bowers et al., 1990).

6. MANAGERIAL IMPLICATIONS

These results have significant effects on branding strategies for service marketers. Brand satisfaction continues to be essential to short- and long-term brand loyalty. Customer service provides consumers with a positive short-term brand satisfaction and brand loyalty impacts, for example innovation and service enhancement programs. By using social media sites, such as the Facebook Brand Pages, which have a positive impact on customer participation and then have a positive short-term effect on brand loyalty, service companies may promote CBE.

Thus, consumer engagement in social media contexts, in relation to non-exchange events, should be facilitated by CBE for short-term purposes. Service marketers should not have too long-term consumer participation standards. In the long term, customers eager to engage in brand relationships (e.g. sharing their wishes, proposing quality improvements) are not inherently more happy and/or loyal. A significant realistic understanding gained from the study is that managerial ingenuity may be sufficient to stand the test of time for interaction and participation. Marketers need to take seriously the implications of customer involvement, build strategic processes and network channels (online and offline) that identify, promote and encourage their involvement and participation of customers. They must systematize consumer changes in order to benefit customers in person. These actions will increase brand satisfaction and loyalty in the short and long term. In terms of CBE and consumer engagement, the findings of the study are especially encouraging for insurance companies. However, the lack of long-term

consequences is not encouraging for insurance companies that struggle with high annual turnover rates and lack of loyalty. Like other service companies, insurance companies should shape strategies for developing customer participation channels and networks with the goal of achieving a long-term positive impact on brand loyalty.

7. FUTURE RESEARCH DIRECTIONS

The application of correlation survey data in Study prevented the prediction of causality; future research could explore the effects of customer involvement with small-scale on-line experiments. Given the limited subsample of clients who used social media to connect with the brands, the results cannot be taken into account as conclusive evidence of the impact of CBE. Future studies require larger and more representative samples. In this study, the impact of CBE was studied holistically. In order to obtain more comprehensive and sophisticated information, dimensional effects should be studied separately in future. CBE has been calculated on positively valued scales according to research tradition (Brakus et al., 2009; Hollebeek et al., 2014). However, in reality, consumers (eg. in social media) may be adversely involved (Laroche et al., 2012; Hollebeek and Chen, 2014). Researchers must therefore aim to evaluate value more precisely (for example, by assessing scale versions in positive and negative terms), as suggested by Brakus et al (2009). Brand loyalty has been operated as the desired brand behavior of consumers in this study (i.e., an attitudinal concept).

It was not characterized by repetitive buying patterns. Taking brand loyalty as a behavioral concept into view, panel data on reported repeat purchasing behaviors could have been used to evaluate repeat buying loyalty (e. g. penetration, purchase frequency, market share, repeat buying) (Zhou et al., 2004; Strauss, J., & Frost, R. (2014). E-marketing. Pearson Prentice Hall. et al., 2012). Future research may benefit from brand loyalty conceptualization as a hybrid attitude/conduct structure that would allow an examination of loyalty to attitude and buy-back. The services sector brands need to be examined as another key area since service sector largely uses social media, but effectiveness is less tested in many markets. Expanding the study to other industries beyond the consumer electronics market would also be considered as a future research approach.

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