**PREFACE**

As the customers’ experience is the key to make or break of their self decision to purchase from and stay loyal to particular brands/companies, companies need to look beyond meeting customer’s basic expectations rather to engage them in a deeply committed and passionate relationship, create a sense of belongingness among the customers/consumers, provides social platform for easy interaction among the customers and between the company and customers as well. Building personal two-way relationship with customers aims to create and maintain competitive advantage. Increasingly, executives are finding that the winning differentiator is no longer the product or the price, but the level of engagement—the degree to which a company succeeds in creating an intimate long-term relationship with the customer or external stakeholders.

A great interest in the concept of customer engagement has emerged along with the rise of Issue customer relationship management. Marketing practitioners are not only believes but also emphasizing more on sustainable customer relationship at present. It is evident from performance of the companies that in this respect ad-hoc approach is not working for expected results. The only solution to the marketers is the customer engagement, a new dimension of marketing which is more strategic in its approach. Customer engagement is the customer’s behavioral manifestation towards the brand or firm, beyond purchase, resulting from motivational drivers. The concept customer engagement developed and evolved in its own way in a variety of parent disciplines. However, due to a lack of scholarly interest and empirical support, the nature of customer engagement has remained rather vague and its presupposed capability to enhance customer relationships still uncertain.

The present study enlightens the history and development of the concept customer engagement. In order to investigate this objective the present work mostly relies on the existing research studies addressing the relevant context.
Drawing on the overview of academic literature and the results of a conceptual customer/consumer engagement study, the study delivers a thorough investigation of the concept and parameters of customer’s engagement. One of the important findings of this study suggests that involvement, attachment self-brand connection and socialization are the parameters of customer engagement. The study also identifies factors of parameters of customer engagement which are Relevancy, Embryonic motivational alliance, Brand information and Customer friendly behaviour for involvement, Dearness & bonding, Attitude and Brand belongingness for attachment. Self identity, Brand Personality and Rapport for self brand connection and likewise Social Group Interactions, Brand Co-Creation, Collective consciousness and Accommodative response for socialization. The present study is successful in defining the socialization as a crucial and potent parameter of customer engagement which was not found in any existing research.

In the study it is highlighted that loyalty is an outcome of the state of one’s self brand connection and further it extends in two forms one is cognition led loyalty and another is cognition-affective led loyalty. If the loyalty is cognition led then there is a possibility of shifting one’s loyalty to the brand and loss of engagement as well where the cognition-affective led loyalty is assumed to be contributing to the socialization process of customer engagement which is reported in chapter -v: Customer engagement in India: A Search for Suitable framework and highlighted in the conceptual model of customer engagement.

Our research drew on three main initiatives i.e., to assess the Customer Engagement practices of select Indian Fast Moving Consumer Goods (FMCGs) Companies, explore customer engagement scenario over the personal care products Category in India and framed a customer engagement model suitable for the Indian Market.

We conducted executives interview from the select companies like HUL, ITC, P&G, DABUR and GODREJ (selected for the present study) to explore the customer engagement practices and initiatives in India. To supplement the results, we conducted in-depth survey of concerned company’s website,
concerned company's five year annual report (from the year 2009 to year 2013), and social site i.e. Facebook. The result of such interviews and survey clearly drawn a picture about the customer engagement practices and initiatives taken by select Indian fast moving consumer goods (FMCGs) companies and it is reported in the Chapter-iv which entitled Customer Engagement in Personal Care Product Category of Select Indian Companies: A critical Analysis.

The research investigation about the customer engagement scenario over the personal care products Category in India is based on an extensive data survey comprising total 630 respondents of five selected metropolitan city i.e., Mumbai, Kolkata, Chennai, Delhi and Indore from the West, East, South, North and central zone of India. The results show that for a comfortable customer engagement position over personal care products Category, India is behind the race and miles to go. Meager customer engagement scenario is observed in India at present in spite of continuous and major initiatives taken by marketing practitioners of the select companies (i.e., HUL, ITC, P&G, DABUR and GODREJ) to engage their customers.

The present study when inspect the reasons behind the meager customer engagement scenario, the study accomplish the cause which is found to be due to non working of customer engagement model and it is just because of improper framing & application of the engagement model, weak congruence of engagement exercise with customer-environment interface and non-influencing of the targeted customers. India as a country is unique with its own social, psychographics, cultural values and norms and squeeze unique characteristics due to its unique set of values & norms in relation to other parts of the world. Considering this issue the present study proposed extended model of customer engagement suitable for the Indian Market and offer some innovative suggestions for the marketing practitioners for the purpose of successful customer engagement in India that they should work in social domain in the form of social event participation, social events sponsorship, social events partnership as well as cause branding and then communicating it to the targeted consumers/ customers on the mass
communication technology platform which is highlighted in the chapter v: Customer engagement in India: A Search for Suitable framework

Thus, present work is an important contribution to the academics and practitioners in the field of customer Engagement and provides useful managerial insights for them in form of extended model of customer engagement suitable for Indian market scenario at present.