Chapter 1

INTRODUCTION

“For the last hundred years media has been pushed out to people, but now marketers are going to be a part of the conversation.”

Mark Zuckerberg, Founder- Facebook

Till a couple of years ago, the Internet was a one way communication platform facilitating limited interactions through emails. However, with the advent of social media, there has been a sea change in the scenario. The social web is creating a space that enables every person with even the most limited understanding of basic computer functions to become a publisher. Waves of new social networking tools are made available to interested users who can now stay connected to share as much or as little as they want without accessing their emails.

Social media is the sought after destination for marketers today, owing to the fact that internet has become a household phenomenon globally and has penetrated into each and every nook and corner of modern consumers life. This has led to the increased reliance of marketers on Internet as a customer service and marketing tool. To be more specific social media is ruling the roost in terms of its applicability to marketing success. The reason behind this can be attributed to the fact that, this is where more and more people can be found spending their time today, and this is where a lot of conversations are doing the rounds. Every latest update is up there on the social web even before it spreads on the traditional media and therefore, it is practically impossible to think of a comprehensive marketing strategy in the absence of social media and social networking. In fact, social media has already found a place in every marketers promotion mix today. Growth of social media and network websites has been rapid and changing the functionality of the Internet (Vogt & Knapman, 2008).

1.1 Social Media

Social media incorporates all those technologies of web 2.0 or enhanced versions which support or help people to collaborate with others. If we break this word social media in two half’s, there are two words social and media. Media comprises of mechanism of communication and social is the relationship individuals have among each other so social media is a social mechanism of communication. Social media comprises of different kinds
of services like blogging, social networking, podcast services, social gaming, social bookmarking, photo or video sharing services and wiki’s etc. Blogs are journals which are written by a single person or a group of people to assist others in understanding such knowledge. There are websites like bloggers.com and wordpress.com which offer blogging services. Twitter which is categorized under social networking sites is actually a microblogging service only. On Twitter a person creates an account and people who are interest in the work of that person, follow him/her. Online social networking websites are services in which people connect among each other to share their personal or professional lives. Facebook, LinkedIn, Google +, Twitter and Hi5 etc. are few of the examples of online social networking websites. There are social networking sites which offer location based services and one of the location based social networking sites is Foursquare. There are smartphone application available for Foursquare and whenever users visit a location, they receive tips about that location using this service (if the location is listed in Foursquare). Social gaming are the kind of gaming services in which gamers can play digital games online and game content like scores achieved by playing the game can be shared among people. In some cases using the internet, multiplayer gaming is also offered to play games collaboratively. Winster.com is an example of social gaming services. Video and photo sharing sites allow users to share their content which is in the form of videos or photos with everybody or limited number of people as per their liking. YouTube and Vimeo are two very famous video sharing site and Flickr which is the services offered by Yahoo is a perfect example of photo sharing site. Wiki’s are online documents which can be publically edited and updated. These services offer chance to people from different fields to share their knowledge which is assessable to masses. Wikipedia is the name given to such encyclopedia online. There are services online which allow users to share and tag bookmarks online for web documents. Social bookmarking services provide link to such document. There is a very famous service of social book marking called Delicious.com. Using this service people can book mark web documents, tag them so they are easily identifiable and can share these book marks with certain specific people or groups or with the complete world openly.

Social media offers benefits not only to consumers but also to marketers. Marketers are using social media services to create new touch points for their brands and to come in contact with a wider number of audience. The cost associated with use of social media is less as compared to traditional media, which is luring more marketers to use this mode of communication.
Moreover, number of people using social media is increasing year on year leading to enhanced need among marketers to use social media marketing.

1.2 Social Networking Sites (SNS)

Social media is commonly associated with social networks, which can be described as a kind of online network encouraging every member for feedback and contribution. It is a social instrument of two way communication facilitating the sharing of information between users within a defined network via web 2.0 (O'Reilly, 2005). It involves online activities in which the user contributes to content creation and encourages user involvement which can be as simple as posting comments or giving votes or as complex as recommending content to other user on the basis of preferences of people with similar interests and lifestyle. Thus social media is a broader term and social networking sites are part of social media. On social networking sites people create content and also share it within their network.

Social networking and communication has changed significantly since the introduction of online social network websites such as Facebook and Myspace etc. (Lee & Conroy, 2005). Evolution of social networking has been portrayed in Figure 1.1 in the form of timeline (Boyd & Ellison, 2007). The clutter of websites toward the end of 2007 portrays the increasing popularity of the online social network concept among general population and at the same time potential was identified in the field by many business houses and entrepreneurs. It all started in 1997 with sixdegrees.com named after six degrees of separation concept and was based on model of web of contacts. Six degrees of separation concept is based on the assumption that every person is away from other person on this earth by approximately six steps and a person can connect to any other person over six degrees through this site. Sixdegrees.com users were able to send messages up to six degrees over the site. This was the first demonstration of today’s popular social networking concept and was followed by Live Journal and Asian Avenue social network sites in 1999 and by LinkedIn and Myspace in 2003. The year 2005 was the year that saw the birth of today’s most popular social network site Facebook which commercialized from high school network for everyone in 2006. Today, Facebook is having more than 500 million active users, out of which 250 million login at least once every day. On an average each person has 130 friends on this site and people spend over 700 billion minutes per month on Facebook and on an average every user is connected to 80 community pages, groups and events. Facebook users share more than 30 billion pieces of content in form of web links, news stories, blog posts,
notes and photo albums etc. each month (Facebook, 2011). As per the published statistics on E-consultancy blog, Twitter has 175m user accounts and LinkedIn has 100m. By the start of 2011, average number of tweets per hour were over 4 million (Hird, 2011).

Figure 1.1: Evolution of social network

With so much to offer to users today, social networking sites have become a sensation and users take pride in joining social network sites. Social network sites such as Facebook, Twitter, Google+ and LinkedIn are taking the lead in social networking space making social networks the next big bet for marketers. In nutshell, social network is one place where all the people are hooked thereby creating opportunities for building social networks. Social network utilizes social media technology to connect with people and build relationships both personally and professionally. Social network websites allow individuals to construct their profile within a bounded system, share with other users and view & traverse their list of connections and those made by others within the system (Boyd & Ellison, 2007).
Online social network websites function like a virtual community of web users. Users of social network sites can share common interests like content related to hobbies or politics. Anyone including teens and young adults, women, moms, affluent consumers, and older individuals can join a social network site. Once registered the person can begin to socialize and create his/her own network of friends with common interests or goals. All said and done, social networking is all about “making it easy for people to talk to each other by creating connections” (Dennisoneil.com, 2009).

1.3 Social networking and India

Social networking is now ingrained in the way tech-savvy Indians live their lives. The popularity of social network websites is increasing day by day and so is its usage. A collaborated study on Social Media usage was conducted by two companies the Nielson and Absolut, which collected data through an online survey of 2000 respondents from sample population spread across top five metros and tier-1 cities in India. Results revealed that use of social media is on boom in India with not only about 30 million Indians becoming members of social networking sites but also that these people are spending more and more time on these sites daily than on personal email. 20 per cent Indians were found spending 1 hour to 3 hours on social network sites as compared to only 8 percent spending the same time on personal email. People in India are moving away from the traditional method of old one-to-one communication (email) to one-to-much communication i.e. social network sites (Nielsen, 2011). Participants in the virtual democracy i.e. social network are able to share experiences with their online community and satisfy their social needs. India is experiencing a boom in telecommunication sector. There has been an increase in number of mobile communication devices and it has been estimated that almost 45000 Indians will intend to join social network sites each day. The statistics related to India are very promising. This level of engagement on social network sites is a boon to marketers because it has led to an increase in the awareness level of people toward brands being promoted through this medium. This shows the intent of Indians to communicate with brands over social network sites indicating that social media has the capacity to alter the traditional dynamics between brands and consumers, who are time hungry and may find traditional forms of advertising obtrusive and unattractive. Social network sites have therefore become one of the multiple touch points for marketers to reach consumer to assist in information dissemination of product or service (Kannan, 2011).
Facebook has become the largely used social networking site in history. Facebook as a social networking sites has maximum number of users till date. Facebook is a social network that facilitates connections (Haydon, 2013) and allow users to connect with other users called friends, communicate with friends, sharing thoughts and pictures with friends, and promote groups, social cause and businesses. Facebook has consistent design offering for users and users are expected to differentiate their profiles using unique content. Facebook has been a big attraction for brand promotions because of large number of users and its high rate of usage (Abram & Pearlman, 2012).

Twitter is a messaging service which allows users to send or receive messages up to 140 character long. Users on twitter decide whom to share updates with and whom to follow (Fitton, 2012). On Twitter, followers become aware about what their contacts are doing without need of responding to contacts which leads to ambient awareness i.e. light weight meaningful connection. Twitter has become a hub of information dissemination for businesses as well as civic conversations (O'Reilly & Milstein, 2012). The idea of twitter is to offer simple and consistent information sharing.

LinkedIn as a social networking tool offers career networking to users. The idea behind LinkedIn is to help users become more effective in their daily work and bring more opportunities using professional relationships (Elad, 2014). LinkedIn users comprise of executives from top 500 fortune companies and even the most powerful person in the world, president Barak Obama of United States (Rutledge, 2012). LinkedIn highlights the professional side of the users and is used by many to increase their attractiveness and visibility for organizations (Waddill & Marquardt, 2011).

Google+ is comparatively a younger social networking site started in 2011. Google+ offers users with complete control over the information shared (i.e. how to share?). Google+ offers unlimited space for sharing of user’s content. Google+ acts as an integrator platform across all Google properties like Picasa, Gmail etc. (Rutledge, 2012). Building on its core competency of search, Google has added a built-in search engine in Google+ to assist users in searching for contacts. Google+ acts as the backbone of Google’s unified system (Hattersley, 2012).
1.4 Need for a social network strategy

A social network strategy is imperative for every business aiming for success and growth. It is a well-known fact that a successful business is one that has struck the chord with its customers – in terms of making interactions, contacts and connections easier. Social networks addresses the business need by providing ample opportunities for creating these connections, and hence it is important for marketers to tap into area of social networking websites. In fact, social networking sites are places where marketers can find all their customers, thereby making it the sensation of the present era. Hence if social networks are managed successfully it can create a lot of goodwill and buzz for the company. This is the only reason why every company today, is running after the social web and crafting a social network strategy. This would enable marketers to encash from the connections because people are using social networks for two main purposes: to learn about something new and to connect and interact with others.

1.5 Social network advertising

Marketers are busy in creating their presence on the virtual space and directing their efforts towards social network advertising as marketers wish to reap the benefits that social networks has to offer in terms of a large customer base. With consumers moving away from traditional media, the challenge for marketers is to look for a new and better medium to reach their target market. Social network advertising comes as a handy solution to serve the need of marketers. New technologies have changed the way that consumers view advertising (Rappaport, 2007). It is an ever known fact that brand should be present where the consumers are, so marketers are at the right place now. Online social networking sites such as Facebook, Twitter and LinkedIn are goldmines of data with information self-disclosed by users on these sites. These sites contain every information, be it users preferences or details regarding birthdays, engagements and relationship status (Blakely, 2007). All this information offer marketers the opportunity to precisely and unswervingly target their potential consumers through this platform. Social media advertising gives opportunity to companies to get their potential clients to discuss company’s products and post comments. Social media can help prospective buyers to learn about the organizations and also aid in their buying decision process.
1.6 Forms of social network advertising

There are basically three kinds of social network advertisements:

- **Direct network advertising**: This is most commonly used and most effective form of social network advertising. This model is based on theory that people make decisions to purchase something or do something by getting influenced from their peers. An example of the same is Facebook Beacon Project (now discontinued) in which advertisements were published right into a user's news feed.

- **Direct advertisements**: This is also traditional yet effective way of web advertising which is inclusive of banner ads, newsletter subscription ads, corporate profiles with fans and logos, corporate profiles without fans or logos, get widgets, give widgets or sponsored content. A collaborative research done by Psychster Inc. and allrecipes.com suggested that banner ads are the most commonly used tool by advertisers that want to push a product (Psychster Inc., 2010).

- **Indirect advertising**: This is a relatively new technique of creating advertiser pages or groups on social network sites which users can choose to join. Initially the companies used this idea to increase brand awareness only but now the same has been used for marketing purpose also. For example to market a contest or market a new product etc. (Wikipedia Foundation Inc., 2011).

1.7 Advertising and social networking sites

Social networking is not only about distributing information and but more about companies being able to connect with customers in ways that are both meaningful to those customers and to the goals of the business. In order to effectively advertise on social networking sites, there are certain considerations that needs to keep in view, which are discussed as follows:

**Understand the social networking site**: Advertisers can promote their products to their targeted audience through social networks effectively by understanding who is using which social networking site. Facebook users represent a greater number of females when compared to twitter users who are more males. This can help companies to target gender specific products or services on the appropriate social network like for male products more advertisements on twitter will be beneficial (Ingram, 2010).
Targeting right user with right message: Ensuring that the right message reaches the right customer is also an essential prerequisite for advertising. This is possible through content targeting. If any user comments “I am interested in buying a new netbook”, in order to get opinion of online friends. A company selling small cars, if can display the advertisements next to the comment, thereby making the right information available to the interested users can influence the person’s decision.

Matching the present: Companies need to understand the fact that promotions which are done on social network sites should be current and relevant to the present i.e. the content should not be obsolete. The advertisements should match with the current happenings.

Be on social networking sites: There is old saying “the early bird gets the worm”. The same is true with companies eying for social network advertising. It has become mandatory for the companies to have their social network pages, if they want people to talk about their brand. Today, companies like Nestle, Skittles, Starbucks, and Accenture have their own social network pages. Social network advertisements give better impression to the target users, thereby creating a favorable perception in user’s minds. These social network pages provide advantage of back links that drive more traffic to companies’ main website. Companies use this social network platforms to add articles, press releases, reviews, new product launch and announcements as the content. One thing of utmost importance for companies in social networking space is the customization of social networking site page to meet the specific image of the company. Social network page should act as the mirror of the personality of the company.

1.8 Word of mouth marketing and social networking websites

Word-of-mouth marketing has a lot of influence on the psyche of a consumer. A thoughtful influence by marketers on consumer-to-consumer communications using social networks is known as social network marketing. According to a research by Knight (2009), marketers had spent more than $1.54 billion on word-of-mouth marketing initiatives in 2008. A study carried out on diffusion of innovation has suggested that conversations among buyers are more important than marketing communications in influencing adoption (Ryan & Gross, 1943). However, the easy accessibility and reach of internet today has empowered a marketer who is interested in influencing and monitoring word of mouth in a manner that was never
done before. Advertising professionals have come to realize the crucial role of opinion givers and opinion spreaders (opinion leaders, opinion seekers, opinion takers), whose post purchase (or out of interest) word of mouth can exercise a strong influence on information dissemination (Goldenberg et. al. 2011), consumer satisfaction and repurchase intentions (Davidow, 2003), product judgments (Herr et. al. 1991), and customers' lifetime value (Hogan et. al. 2004). Word of mouth is a crucial source of stimulus in the purchase of domestic goods, and advice from peer consumers about a product or service yields a superior impact than any other type of marketer-generated information (Alreck & Settle, 1995). The importance of word of mouth also known as word of mouse or electronic word of mouth (eWOM) in the online world has increased many folds than before to marketers, due to the emergence of online social network websites. Electronic word of mouth offers explicit information, interactivity and empathetic listening, but the "distance" between the source of communication and the receiver is much lower than distance in marketer induced communications. With such a big advantage being offered by social networking sites, marketers have become quick to incorporate social networks in their media mix. India is no exception to this trend and has also been quick in embarking social networking and recognizing its value addition capability. India being a developing country with improving economy and telecom infrastructure is bound to have more internet users in coming years, making future social network investments by marketers very attractive.

1.9 Social networking sites and personification

“\textit{You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place.}”

\textit{David Ogilvy}

Every brand carries a personality. The kind of personality for a brand is decided by the owner of the brand i.e. what kind of personality of brand will be portrayed to the customers in the market. Brand personality comprises of metaphor thinking. This personality about the brand is created by the communication forwarded by the brand to the customers. The brand communication and consumers interaction with the brand (in the form of usage) leads to creation of perception about the brand. Perceived personality notions leads to formation of personality of a brand in the mind of customers. Brand personality indicates the relationship
between brand users and brand. In order to understand the perception of brand personality with customers/consumers tool of brand personification is used. Brand personification is used by marketers to recast the brand in an image of a person. Brand personification is similar to anthropomorphism, which is accrediting human features to something that is not human (Schiffman et al. 2014). In brand personification marketers tend to assign a human being kind of personality characteristics to a brand based on the perception of the target market or metaphorical thinking. Branding metaphors aim at rendering abstract concepts and using it, a marketer can predict the personality characteristics of a brand by assimilating it to features held by a real person (Rossolatos, 2013). The strategic purpose in creating brand personality is to create a bond between consumer and the brand. Brand personification help marketers in repositioning the brand if the brand personality don’t meet the kind of focus what marketers intend to achieve with their brand or in cases where fit is not present in between brand personality intended by the marketers and perception of brand by the consumers. Sengupta (2007) personified the brand of Nescafe and found it to be young man from upper middle class who is professionally qualified and ambitious. By doing the brand personification activity, company or brand owner can judge whether there is a deviation in how brand owner want customers to perceive the brand and what brand personality customers actually associate with the brand. This technique can help marketers to position the brand personality as exactly what is intended and take a corrective action where ever required. Based on the above given description we can say that brand personality is the output of perception and personality process (Franzen & Moriarty, 2009). The brand personality is all about appealing to the imagination of humans and brand personification is a fun way to understand the personality perception of a brand.

1.10 Social networking and momentum effect

Social networks have been used for doing brand promotions by numerous companies after discovering the underlying potential to reach a wider audience. The increasing dependence on technology for basic communication highlights the importance of analyzing how these networking sites are affecting daily processes. Social networking sites act as an amazing platform to create an online presence for a brand and marketers, creating a direct interface for getting in touch with their customers to create effective communication. In the virtual world, social networking sites provides brand follower an opportunity to connect and talk to their favorite brands apart from maintaining friendships and moving towards more
meaningful conversations. In the present times, consumers desire for in-depth information about products and services before initiating the purchase decision. Social network provides an easy opportunity for people to consult peers, share opinion with peers and pass on information related to brands among peers. This basic idea of sharing information by consumers among consumers leads to the formation of momentum effect.

Brands tends to make the use of momentum effect in creating touch points using online social networks. Momentum effect occurs when brands encourage their fans or followers on social network sites to use the brand name in doing conversations or promote brand in any form on social networks within their network. If brand friends or social networkers who like or love some brand (or dislike some brand) use brand logo or image or use brand as a reference point in their conversations, to portray something good or bad about the brand, momentum effect occurs.

The idea of creating momentum effect for marketers is based on influencing customers/consumers in a way that they start to talk positive about the brand on social networks. Marketers try to engage with consumers through brand pages (a page dedicated to one particular brand or multiple by same company) or tweet about brands using microblogging services of social networks like Twitter. The intention is to keep social network followers or friend updated with the brand content or news and continuously feed them with one thing or the other to continue or initiate talk related to the brand. The situation when social networkers initiate a chain of positive word of mouth for any brand, the brand can hit eureka in term of sales potential. People who talk to their group (in social networks) about brands can influence others in their purchase decisions. Friends have a special place in minds and influences in a different manner than marketers. Friends in social networks acts as a social proof and social proof works when other in the chain of friends tends to imitate the behavior shown by one, may be related to purchase (or behavior) of a brand or some item. Momentum effect basically is depended upon the viral power of the social networks (Tuten, 2008) or on electronic word of mouth. Without the electronic word of mouth it cannot happen or sustain. So marketers provide or share information with people related to brand or products/services, offering customers with content to talk about something.

This is one major reason due to which social network based marketing could act a double edged weapon. If people are happy with some brand, they like/love the brand, company is responsive to the customers and customer problem are tackled very seriously and every effort
is made to solve them, basically company is maintaining good relationship with customers, then customers (people) will keep on talking positive things about the brand/company. But if the company fails to solve some problem, may be genuine or otherwise, company will have to face the wrath of the customer and still momentum effect will play its part. Momentum effect leads to a chain reaction with positive or negative influence on the brand.

1.11 Consumer motivation for online social networking

Motivation is an internal drive which reflect reasons for a behaviour. This inner drive can be an experience to satisfy any psychological need through use of some service or product. Inner drive is initiated when any consumer recognizes a need in form of a gap between actual and desired state. Need plays a very important role in consumer involvement. When a consumer feels that any product or service is personally relevant, then a motivational state of involvement is initiated. Consumer involvement with different products or services are important for marketers. Marketers always intend for consumers to be highly involved with their brands because positive word of mouth is directly proportional to strength of consumer involvement with the brand. This means that if a consumer is highly involved with any brand then there are robust chances of such consumer to spread positive word of mouth for the same brand. Today, as large number of people are using online social networks, so the use of such networks for spread of eWOM related to brands cannot be negated by marketers. It has become important for marketers to explore consumer motivations to interact on social networking sites in order to develop efficient marketing strategies for amplifying their brand experience.

1.12 Consumer engagement and value creation

Consumer engagement revolves around the concept of value which is the underlying motivational force behind any action of an individual. Based on regulatory engagement theory of Higgins (2006), value is an experiential motivational force which is correspondingly reflected from the perspective of intensity i.e. value derived from an experience can be weak or strong. Hedonic motivations of an individual contribute primarily to value creation and also affects value intensity. Need satisfaction of an individual or attainment of a shared belief or some desired target can create value for an individual.

Engagement is the state of sustained attention or being completely involved and engrossed in performing something. A person highly involved in something would experience a strong
motivational force leading to superior value attainment. A person who uses any social network site with anticipation that he/she will be able to link with old friends through such service will find more positive value as compared to registering for online social network without any anticipation. Value creation in this context can thus be taken as a state where a person becomes better off in some respect. Customer value can be created by offering a solution to a customer problem (Sawhney et. al. 2006), satisfying any need/needs of a consumer (Tuli et. al. 2007) or by offering more than something what is expected by the consumer. In online social networks based on the value accumulation derivation of (Gronroos, 2008), value can be created over a period of time through experiences gained during usage. When consumers or users of online social network websites create content or become engaged in any type of content creation activities, a potential value is created for such consumers. Value is also co-created when different consumers or users over online social network websites illustrate a pass-along behavior to share content created by other users in the network. When this content created or co-created is related to any of the brands, consumer brand engagement is materialized. For brands in online social network site value is not only created when users of such services visit brand pages but value is also created when users share brand related content with others in their network which could be a picture or a like on Facebook or a re-tweet about the brand related content. Consumer brand engagement is reflected through consumers' participation in brand discussion and value co-creation among participants of online network communities. Engaged consumer are more satisfied, greatly loyal and carry an emotional connection with the brand (Brodie et. al. 2013). Consumers engaged with brands over online social networks tend to share their brand related experience or use brand as a reference point in conversations within their online community. Consumer engagement in online social networks have been taken from different perspectives.

Different perspectives as per which user/consumer engagement happens with brands in online social networks are:

- Engagement for brands over social networks happen if users engage in collaborative activities of sharing thoughts, ideas and concerns related to brands and becomes a brand advocate (Evans, 2010).
- Brand loyalty signifies consumer engagement (Haven, 2007).
• User/consumer engagement in virtual world can be observed through involvement, interaction, intimacy and influence (Haven, 2007). Involvement is signified by regular social site visits and time spend by users. Interaction is highlighted with user generated content for brands, which could be as simple as a like on Facebook. Intimacy with a brand goes beyond the measures of involvement and interaction. Intimacy talks in terms of consumer sentiments towards a brand and influence happens over social network sites with content forwarding.

Social networking and communication has changed significantly since the introduction of online social network websites like Facebook. Social networking is now ingrained in the way tech-savvy Indians live their lives, making its use imperative for every business aiming for success and growth in India. Social networking sites act as an amazing platform to create an online presence for a brand and marketers, creating a direct interface for getting in touch with their customers to create effective communication. Through social networking websites, companies are able to distribute information and connect with customers in ways that are both meaningful to those customers and to the goals of the business. Advertising professionals have come to realize the crucial role of opinion givers and opinion spreaders (opinion leaders, opinion seekers, opinion takers), whose post purchase word of mouth can exercise a strong influence on information dissemination. With such a big advantage being offered by social networking sites, marketers have become quick to incorporate social networks in their media mix. Brand communication and consumers usage interaction with the brand leads to creation of perception about the brand. Perceived personality notions leads to formation of personality of a brand in the mind of customers. Brands tends to make the use of momentum effect in creating touch points using online social networks. Momentum effect occurs when brands encourage their fans or followers on social network sites to use the brand name in doing conversations or promote brand in any form on social networks within their own network. The idea of creating momentum effect for marketers is based on influencing customers in a way that they start to talk positive about the brand on social networks, thus creating value for their brands. Consumer engagement revolves around the concept of value which is the underlying motivational force behind any action of an individual.