

A Study of Online Customer Engagement by Amazon

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ABSTRACT

Customer engagement is all about getting customers to interact with you through various communication channels and share the experiences you provide them with. It isn't just about customer service, but about creating a name in the mind of consumers. Understanding how to develop and retain customer engagement is more critical than ever, with 54 percent of consumers stating most companies need to modify the way they engage with customers, and that becomes the research gap for us to study in the article here. The main purpose of this research paper is to define and measure online customer engagement by gathering data from customers who are active internet users. Also, we have developed an online customer engagement and communication mix model to validate the conceptual theories. It was found that customer engagement could be explained with different dimensions like trust, dedication and reputation. We have selected this area being so trending.

Keywords: Online customer engagement; Amazon; Virtual communities; Online branding.

1.0 Introduction

Involvement is an online motive that transforms trust in customers, customers into loyal customers, and loyal customers to oral brand attorneys. A colleague once described the involvement as, "Gravity keeps the audience around the sign." Thus, it has become a new competitive environment for retailers. Just ask CMO what their top ten marketing issues are. Involvement will usually arise from the top three. Also, it is challenging as engagement can be a domestic product, becoming more and more difficult when trying to deal with cultural and linguistic issues. Engaging online can take many forms, from liking Twitter to creating a video on YouTube. However, the reasons why people engage with products remain unchanged. Simply put, people engage with products that they care about and associate with and love. Those are products they understand, value, relate to, and trust. How effective is your product in these methods? If you are not satisfied with the level of involvement of your product you find online, then there is a good chance that online visitors find the product offer vague, unmatched by competitors, indifferent to their needs, unreliable, or all of the above. These are the problems you have to deal with if you want to solve the problem of engaging in a source.

People often try to come to the conclusion, or we can say that they often get the gist from the conversation. The concept of Einstein's relationship has given us a sense of perspective with new understanding and the study of communication often tells us in context. Many concepts connect us to the past. By looking for the same in the marketing sector, we can say that value is a concept in the midst of many situations. In terms of concept, this too has many categories, and the two main ones are the customer revenue and the value that the business receives. Another concept learned in conjunction with value is customer engagement. Customer engagement helps the customer write down their feelings, help improve the product and at the same time Brand can also influence their behavior. Customer perception will not only help the current customer, but it can also help potential and non-customers. Value building is the future and future of the business, and the key to creating a successful value for the customer.

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Customer support can be done in a variety of ways such as reviewing communication posts. For the most part of the perceived benefits, consumers have seen online consumer reviews as helping to gather information about product features, functions, price ranges, quality and popularity. Reading consumer reviews online seems to help them save time and money and get the best deals. This result is consistent with previous studies that have identified positive online consumer review rates.

In an ever-increasing business environment, companies recognize the power and importance of the internet to attract customer attention. The Internet is an effective communication tool for building the number of customers and companies. If a company wants to develop genuine relationships with its customers, it should keep its customers involved. Online platforms allow businesses to engage a much larger number of customers without much compromise. Organizations also need to be able to identify and measure attributes and priorities for customers. This offers quality products and services, can be obtained by sample testing, opinion polls, or by soliciting individual customer feedback on your preferred product quality and service size. Also, successful organizational projects are based on meeting customer expectations, understanding their status, their needs and requirements.

Companies now see that engagement is also a strategic way to look at customer-stakeholder relationships.

There has been an interest in collaborative and educational thinking and customer engagement. The term customer engagement has been gaining increasing popularity especially in the digital environment where website providers find it very difficult to hold on to their site visitors, in an attempt to sell or communicate with them. This paper provides a comprehensive customer description of engagement and explains the magnitude of this concept. For this purpose, definitions of customer engagement and engagement will be provided and the scope of customer engagement will be reviewed.

Because the nature of a consumer's interactions with a brand, firm, and other customers differs on the internet, online customer engagement is qualitatively different from offline customer engagement. For example, discussion forums and blogs are places where individuals may communicate and socialise in ways that no other offline interactive medium can match. Online customer interaction is a social phenomenon that gained traction in the late 1990s with the widespread adoption of the internet, which accelerated technological advancements in broadband speed, connectivity, and social media. Consumer empowerment and the possibility for businesses to engage with their target customers online have both been facilitated by this online engagement. According to a 2011 market study, 80 percent of online buyer's report contemplating alternate purchasing options after reading bad online reviews, while 87 percent of customers say a positive review has reaffirmed their decision to proceed with a purchase.

2.0 Objectives

- 1) To study factors influencing customer through online customer engagement.
- 2) To study consumer perception through online customer engagement towards Amazon.
- 3) To study value contribution by consumer towards Amazon based on online customer engagement.

3.0 Literature Review

- 1) **Jochen Wirtz B. Ramaseshan Joris van de Klundert Zeynep GurhanCanli Jay Kandampully, Journal of Service Management, 2013, Brand management and customer engagement in online product communities**

Researchers and analysts alike are interested in learning more about the emergence and

implications of online brand communities, given the rapid rate of technological change in the market (OBCs). This paper outlines the integration of existing OBC documents to improve our understanding of OBCs, as well as future research objectives for OBCs. We have been provided with a conceptual framework that expands our understanding of OBCs and customer communication. Three conflicting aspects of consumer engagement with OBC are highlighted, and the key dimensions of OBC (product standing, online use, funding, and governance) are highlighted (product related, social and performance) This is the first lesson to look at differently. but the linked views of clients and organizations involved with OBCs.

2) Goetz Greve, (2014), A Balanced Result of Customer Involvement in Product Type, Social and Behavioral Sciences

Customer engagement is a psychological process that contributes to improving customer loyalty, and is one of the most important research issues today. Second, motivational factors influence customer purchases from a product or company; third, a state of mind characterized by pride, devotion, absorption, and communication. Customer communication is possible both offline and online, where online customer engagement has become more common as social networking sites are gaining popularity. In view of the lack of robust research on customer behaviour on social media sites, the following are research contributions: The first step is to create a conceptual model for calculating the causes and effects of consumer engagement. Second, the set of indicators is designed for capturing the level of customer communication, and results. The findings of this study, which analyses consumer behaviour in social media, are as follows: The first step is to introduce a conceptual model to explore the causes and effects of customer communication. Companies can use social networking sites, such as Facebook, to engage their current and potential customers in many interactions. The following are research contributions, given the lack of robust research on customer behaviour on social media sites: The first step is to develop a conceptual model for calculating the causes and effects of consumer engagement. Second, a set of opposing capture measures, the level of customer communication, and results are being developed. Thirdly, the role of consumer engagement in the evaluation of product type - the product loyalty relationship is investigated. The following are the findings of this study, which is a rare case study of customer behaviour in social media: The first step is to introduce a conceptual model to explore the causes and effects of consumer engagement. Second, the set of indicators is designed for capturing photography, the level of customer communication, and results. Third, studying the impact of customer engagement in the relationship between image and product loyalty. Because dynamic research on consumer communication behaviour on social media sites is still relatively rare, the following is found in this study: The first step involves introducing a conceptual model for identifying the causes and effects of consumer communication. Second, the set of indicators is designed for capturing photography, the level of customer communication, and results. Finally, the impact of consumer engagement on the relationship between image and product loyalty is being investigated. Large results are estimated using small squares, and hypotheses are tested using partially squared squares. The study sheds light on two topics: First, a model is developed to describe customer behaviour on a Facebook fan page. Second, according to the study, customer communication has a significant impact on the relationship in the image relationship - product loyalty relationships.

3) Anita Pansari & V. Kumar, Center for Product and Customer Management Outstanding, 2016, Customer Involvement: Construction, Opposition, and Outcomes

We review marketing literature and analyze popular news items in this study to highlight the need for customer engagement (CE) and propose its framework. We create a sense of engagement by exploring the growth of customer management. We say that when relationships are satisfying and

stick to the soul, partners are involved in their care. As a result, direct and indirect CE contributions have been incorporated into customer engagement components. Our proposed concept elaborates on the elements of CE, as well as the contradictions (pleasures and feelings) and the effects (visible and intangible) effects of CE, based on theoretical evidence. We also look at how easy usability, robust type (B2B vs. B2C), industry type (service versus product), product value (high compared to low), and level of engagement (high compared to low) affect the relationship between satisfaction and direct CE Offering, and feelings and indirect contribution of CE. By introducing effective strategies, we also explain how we can gain consumer engagement and increase corporate performance.

4) Assessing consumer product engagement: definition and themes Linda Hollebeek, Strategic Marketing Journal 2011

Customers are becoming more and more interested in participating and engaging in products. Although employee interest is widespread, scientific research in the sense of “consumer product engagement” (CBE) has recently emerged in literature, leaving workers with limited understanding of the term to date. Data were collected from 14 informants in the focus group and in-depth interviews to assess quality. Relationship marketing (RM) and log-service (S-D) logic are used to evaluate CBE, as well as an integrated link with social exchange theory (SET). CBE is defined as “the magnitude of customer engagement in understanding, emotionally and ethically in a particular product partnership,” according to the study. In addition, three major CBE components have been identified: 'immersion,' 'liking,' and 'activation.' The report concludes with a summary of the most important research findings and results.

5) Shiri D. Vivek, Sharon E. Beatty, and Robert M. Morgan, Year of the Journal of Marketing Theory and Practice, Consumer Engagement: Examining Customer Relationships Without Purchase, 2012

This study analyses the scope and scope of customer engagement (CE), which is the most important part of marketing relationships, using relevant quiz questions with managers and customers. CE is defined as the level at which a person is involved in and communicating with company contributions and / or organizational activities initiated by a customer or company. According to us, it is built on understanding, emotionally, morally and socially. Finally, we present a CE model where current or engaged customer engagement and engagement are CE objections, in terms of value, trust, effective commitment, word of mouth, honesty, and product community involvement as potential outcomes.

6) Peter C. Verhoef, Werner J. Reinartz, and Manfred Krafft, Customer Involvement as a New Customer Management Perspective, Journal of Service Research, 2010

Customer management research (CM) has developed significantly since 2000, with a significant commercial impact. The authors argue that customer engagement is a critical new development in CM in a communicative culture, where customers are able to easily communicate with other customers and businesses through social networks and other new media. Customer engagement is defined as the behaviour of a product or company that transcends non-transactions. The authors present a model of the concept of anti-customer engagement, barriers, and business impacts, and link this model with seven articles in a special customer engagement magazine.

7) Jenny van Doorn, Katherine N. Lemon, Vikas Mittal, Stephan Nass, Doree'nn Pick, Peter Pirner, and Peter C. Verhoef, 2010, Customer Behaviour: Theoretical Foundations and Research Indicators Journal of Service Research

This document defines and explores the concept of consumer engagement behaviour (CEB),

which we define as an indication of consumer or non-consumer behaviour that is motivated by motivation. CEBs include activities such as word-of-mouth (WOM), recommendations, helping other clients, blogging, writing reviews, and legal action. Companies can manage CEBs, according to the authors, by adopting an integrated and comprehensive strategy that recognizes their emergence and influence over time.

8) Johanna Gummerus and Veronica Liljander, Emil Weman, Minna Pihlström in Management Research Review, 2012 Customer engagement in the Facebook product community

Consumers today are very sensitive to the price, due to the availability of unlimited information. If an organization has a large base of highly efficient and loyal customers, it can withstand this situation of high price sensitivity. Customers are happy with the services and have an emotional attachment to the product associated with the company. A poll of gamers in the Facebook product community provided 276 helpful answers. “Barriers to Public Participation” (CEB) and “Transactional Engagement Behaviours” (TEB) have been used to differentiate customer engagement (TEB). In addition, three types of relationship benefits are identified: social, recreational and economic. The benefits gained are strongly influenced by engagement practices. In addition, the findings of the mediation study suggest that social and recreational benefits affect the CEB effect on satisfaction, but that similar benefits fully address the effect of TEB on satisfaction. CEB influences honesty mediated by the benefits of entertainment. Research is limited to a single product community. The findings could lead to further customer engagement research. The findings of this article provide suggestions on how businesses can use Facebook communities to increase happiness and loyalty by providing appropriate types of relationship benefits. Managers should do research on customer engagement practices and ideas on all channels and use that knowledge to develop social media strategies. Customer engagement is a recently introduced term with limited technical research and little evidence of its impact on customer relationships. This is the first lesson to link customer engagement with relationship structures to the Facebook product group.

9) Jana Lay-Hwa Bowden, Journal of Marketing and Performing Theory, 2017, Customer Engagement Process: Framework

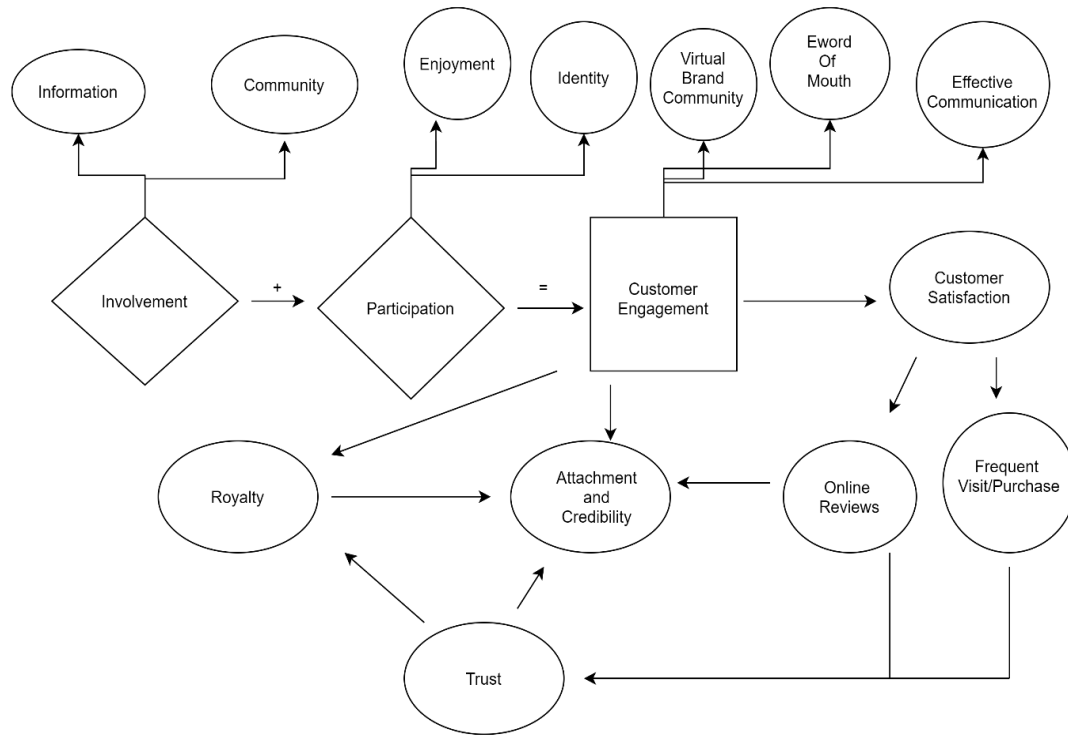
Traditional customer satisfaction indicators have been penalized for failing to find a wide range of customer responses at the service level. The purpose of this study is to re-examine customer satisfaction surveys on the importance of commitment, participation, and confidence in building effective and reliable customers. The authors provide a conceptual framework to differentiate customer relationships with product type depending on new or emerging customers for a particular type of service. This approach provides a more complete and in-depth understanding of the type of customer product connection, as well as strategies for building and maintaining engagement between different client segments.

10) Customer engagement program, Journal of Marketing Management, EwaMaslowska, Edward C. Malthouse and Tom Collinger, 2016

While academic and operational engagement documents are very powerful, there is no consensus on what they are, what behaviours reflect involvement, or what your objections and implications are. For this reason, we recommend that the word engagement be avoided and that more accurate words be used for a variety of purposes. We define a customer engagement program, a conceptual model that includes product actions, other characters, consumer product information, store ethics, product usage, and debate behaviour, based on current documentation. The interaction between these elements, according to this view, is inconsistent and effective, suggesting that each action affects not only the recipient of the intended message, but also the whole environment. As a result, the

model reflects the nature associated with the modern commercial environment. It also recognizes the growing importance of empowered customers by distinguishing between several types of product debate behaviours that reflect customer behaviour that does not focus on purchases.

Model- 1



4.0 Data Analysis

Chart 1: The Charts are being Formed by different Data Collection through Questionnaire.

You prefer generally shopping on
170 responses

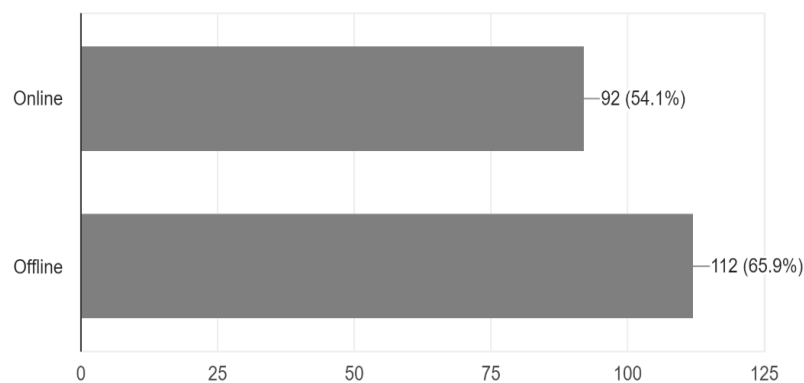


Chart 2: The Charts are being Formed by different Data Collection through Questionnaire.

How long have you been shopping online from amazon?

170 responses

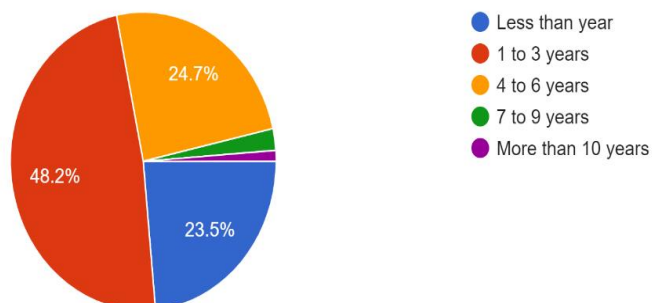


Chart 3: The Charts are being Formed by different Data Collection through Questionnaire.

Approximately, the amount of time you spend on amazon can be broken down into:

170 responses

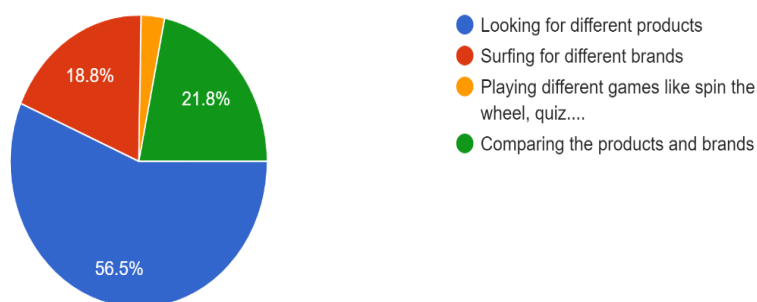


Chart 4: The Charts are being Formed by different Data Collection through Questionnaire.

Mostly which of the following things attract you on amazon.?

170 responses

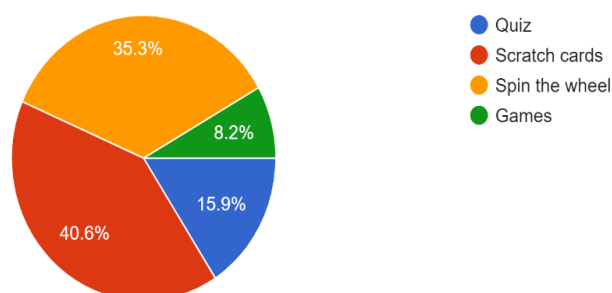


Chart 5: The Charts are being Formed by different Data Collection through Questionnaire.

How many times you play the games on amazon?
170 responses

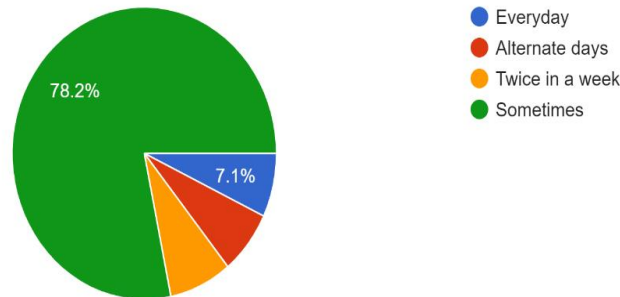


Chart 6: The Charts are being Formed by different Data Collection through Questionnaire.

The most important factors that make you return to Amazon for shopping

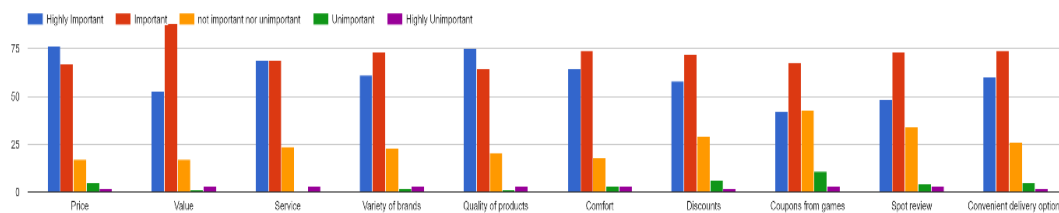


Chart 7: The Charts are Being Formed by different Data Collection through Questionnaire.

Please select the number that best indicates your level of agreement with the following statements (1=strongly disagree, 5=strongly agree).

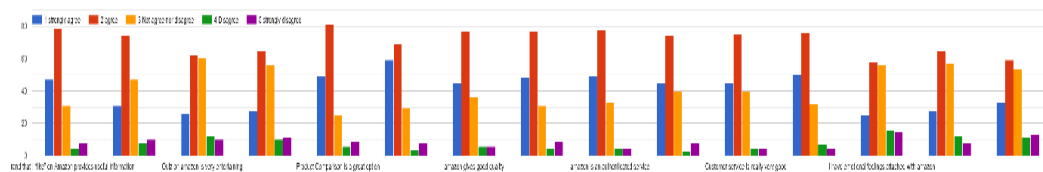
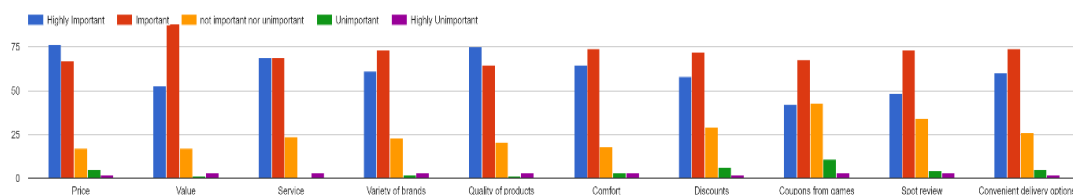


Chart 8: The Charts are Being Formed by different Data Collection through Questionnaire.

The most important factors that make you return to Amazon for shopping



5.0 Conclusion

The literature on the notion of customer involvement was reviewed in this paper. According to the exploratory interviews, the study focuses on personality qualities as an antecedent and customer-perceived value as a result of customer interaction in social media brand communities. As a result of a debate concerning research propositions, a conceptual framework was developed, which was backed by the outcomes of the exploratory interviews conducted.

These findings help us better understand online customer engagement by experimentally analysing personality factors as antecedents and consumer perceived value as a result of online customer involvement. This study fills a gap in the existing literature on customer engagement; there has been little research to date on consumer-perceived value as a result of online customer engagement.

Further research limitations include a small sample size; future research is advised to use a quantitative research approach to further investigate the topic, as some respondents may not be able to express directly which attributes drive their online participation. Future research might see if the concept holds true for a company-hosted online brand community.

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