

Consumer Engagement With Mobile Phone Brands On Social Media In Karnataka

LOKESHA GADIGEPPA ANGADI¹, DR. E. SELVARATHINAM²

¹Ph. D Research Scholar-Part Time [External]

Department of Business Administration

Annamalai University

²Assistant Professor

Department of Business Administration

Annamalai University

(Deputed) H.H. The Rajah's College, Pudukkottai

Abstract

The study "Consumer Engagement with Mobile Phone Brands on Social Media in Karnataka" delves into the dynamics of consumer behavior and brand interactions within the context of social media engagement in Karnataka, India. A comprehensive analysis of the socio-economic profile of respondents revealed a predominant presence of younger age groups, particularly those between 18-30 years, displaying active engagement with mobile phone brands on social media platforms. This demographic predominantly consists of individuals with higher educational qualifications, emphasising a tech-savvy audience within Karnataka. Examining the determinants influencing consumer engagement highlighted the pivotal role played by content relevance and quality, brand reputation, interactive communication, emotional branding and personalisation. These factors emerged as critical drivers impacting consumer engagement with mobile phone brands on social media in Karnataka. Further analysis of preferred social media platforms revealed Instagram's prominence among respondents, closely followed by WhatsApp, YouTube and Facebook, indicating varying engagement patterns across these platforms.

Keywords: Consumer Engagement, Mobile Phone Brands and Preferred Social Media Platforms.

Introduction

In recent years the integration of social media platforms with consumer engagement strategies has revolutionised the way brands interact with their audiences. This paradigm shift in marketing dynamics has seen a substantial impact, particularly in regions like Karnataka, a state in the south-western part of India known for its high digital literacy and active social media presence. The amalgamation of consumer behavior, mobile technology and social media has formed a compelling ecosystem where brand-consumer relationships are continually evolving.

The focus of this article is to study the phenomenon of consumer engagement with mobile phone brands on social media within the distinctive cultural milieu of Karnataka. With a population highly receptive to digital technologies and a unique blend of traditional and modern influences, Karnataka presents an intriguing landscape for examining the interaction between consumers and mobile phone brands through social media platforms.

This study explores the factors influencing consumer behavior, the strategies employed by mobile phone brands to captivate their audience and the resulting impact on brand-consumer relationships within the context of social media in Karnataka. Understanding these dynamics is imperative in a landscape where digital interactions significantly influence purchasing decisions and brand perceptions.

Through a meticulous examination of consumer engagement with mobile phone brands on social media in Karnataka, this article aims to offer insights into the preferences, behaviour and the factors that drive the relationship between consumers and mobile phone brands in this specific regional context.

Brand Engagement

Brand engagement is more than a superficial connection; it is the cultivation of a profound relationship between a consumer and a brand that transcends mere recognition or

even loyalty. It encompasses the depth of interaction, commitment and active involvement that consumers willingly invest in their interactions with a brand. This dynamic is akin to a two-way street, where both the brand and the consumer mutually seek to establish and sustain a meaningful connection.

At its core brand engagement involves stirring emotional and psychological resonance within consumers. It goes beyond the functional aspects of a product or service, delving into the realm of emotions, values and beliefs. Successful brand engagement entails reaching consumers at an emotional level, eliciting feelings that forge a connection beyond the mere transactional aspect of a purchase.

Central to brand engagement is the concept of interaction and participation. It involves creating opportunities for consumers to actively participate in the brand's narrative, not as passive onlookers but as active contributors. This interaction can manifest in various forms, such as social media engagements, feedback mechanisms, co-creation opportunities or involvement in brand initiatives. By allowing consumers to participate in the brand's journey, a deeper and more meaningful connection is fostered.

Brand engagement thrives on the consistency of brand messaging and trust. Consistency in a brand's image and values is pivotal in building trust, a cornerstone of sustained engagement. Consumers tend to engage more with brands they trust, leading to long-term relationships and advocacy. This emotional connection and active participation culminate in brand advocacy. Engaged consumers often become passionate advocates, willingly and actively promoting the brand among their circles. These brand ambassadors play a pivotal role in shaping and expanding the brand's reach, providing authentic and influential endorsements to potential consumers.

In the digital age, where social media and online platforms dominate consumer interactions, brand engagement is greatly influenced by the brand's ability to interact and communicate directly with its audience. Brands that understand and leverage these digital mediums effectively tend to foster more robust and enduring

connections with their consumers, thereby nurturing a community around the brand.

Brand Engagement in Mobile Phone

Brand engagement in the realm of mobile phones encompasses the intricate relationships, interactions and experiences shared between consumers and mobile phone brands within the digital landscape. It revolves around the multifaceted connections formed through various touchpoints. Consumers engage with mobile phone brands through their experiences with the devices, evaluating factors like design, functionality and overall user experience. Interaction on digital platforms, such as social media, forums and brand websites, allows consumers to directly connect with brands, fostering a sense of community and building loyalty. The mobile phone industry thrives on innovative marketing strategies, including influencer collaborations and interactive campaigns, to captivate and engage their audience. Additionally, exceptional customer support and service further bolster the brand-consumer relationship. Loyalty programs and exclusive offers solidify these connections, encouraging continued engagement. Mobile phone brands seek to understand consumer behaviour, preferences and the ever-evolving technology landscape to create meaningful and ongoing relationships. A strong brand engagement translates into more than a mere transactional association; it embodies an ongoing experience, fostering lasting loyalty and advocacy among consumers.

ENGAGEMENT WITH MOBILE PHONE BRANDS ON SOCIAL MEDIA

Engagement with mobile phone brands on social media refers to the interactions, connections and relationships established between consumers and mobile phone companies through various social media platforms. In this context, consumers actively participate in discussions, share experiences and connect with mobile phone brands, often in real-time. These interactions go beyond passive observation and encompass various forms of engagement, including but not limited to:

1. **Content Consumption:** Consumers follow mobile phone brands on social media to stay updated on the latest product releases, features and industry news.
2. **Liking and Sharing:** Users engage with brand content by liking, sharing or re-tweeting posts and updates, thereby extending the brand's reach to their own networks.
3. **Commenting and Feedback:** Consumers provide feedback, ask questions and engage in discussions on the brand's social media posts. Brands, in turn, respond to these comments, fostering a sense of two-way communication.
4. **User-Generated Content:** Consumers often create their own content, such as reviews, un-boxing videos and user testimonials, which they share on social media. This content can be highly influential in shaping brand perceptions.
5. **Participation in Contests and Challenges:** Brands often run contests, challenges or interactive campaigns that encourage users to participate and create user-generated content. This promotes brand engagement and can go viral.
6. **Customer Support:** Social media platforms are increasingly used for customer service, with consumers seeking assistance or reporting issues related to their mobile phones. Brands provide support and solutions through these channels.
7. **Advocacy and Loyalty:** Engaged consumers who have positive experiences with a mobile phone brand on social media become brand advocates. They recommend the brand to their peers, fostering loyalty and word-of-mouth marketing.
8. **Influencer Collaborations:** Brands often partner with social media influencers who have a strong following. These influencers engage their audience with the brand's products and content.

REVIEW OF LITERATURE

Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2010) emphasized the active role of brands in formulating strategies to engage in non-transactional customer behaviors. By inviting customers to provide ratings and

proactively involving them in new initiatives, brands seek to foster deeper connections beyond mere financial transactions. This expanded perspective on consumer engagement behavior extends to customers' direct affiliations and interactions with a brand or firm. Notably, the study recognized the pivotal role of the Customer Lifetime Value concept in guiding firm valuation and influencing marketing strategy decisions. It was emphasized that neglecting the importance of customer engagement might lead to undervaluation of a firm. The study proposed the introduction of new customer value metrics such as Customer Engagement Value, Customer Referral Value and Customer Influence Value to comprehensively assess and quantify customer engagement's impact on a business's performance and overall value.

Roderick J, Linda D, & Biljana, (2011) examined the pivotal role of Customer Engagement in the collaborative creation of customer experience and value. The study delved into the fundamental elements of customer engagement, drawing insights from relationship marketing theory and service-dominant logic. By extensively analyzing engagement across social sciences, marketing and management literature, and business practices, the research determined several crucial aspects. The study synthesized these insights into a comprehensive framework based on the 5P concept: psychology, dynamics, central role within a nomological network, multidimensional nature, and situational conditions. These dimensions collectively represent a framework that operates within specific contexts, generating varying levels of customer engagement outcomes. Ultimately, the study highlighted the dynamic and iterative nature of the engagement process, emphasizing its role in co-creating value within customer interactions.

Christoph F, Roderick, & Linda, (2014) highlighted the significance of engagement platforms, whether they are virtual or physical spaces where brand value is collaboratively created using various resources. The study conducted an in-depth analysis of the diverse types and characteristics of customer engagement platforms, aiming to optimize the delivery of content within these platforms, thus enriching the customer experience. Furthermore, the

research delved into the decision-making processes at the managerial level, focusing on the strategies related to the implementation, adoption, and effective utilization of the customer engagement ecosystem. This study provided insights into the managerial aspects concerning how businesses can best employ customer engagement platforms to enhance the overall customer experience and add value to their brands.

In their research, Read, W., Robertson, N., McQuilken, L., & Ferdous, A. S. (2019) established a comprehensive framework for Consumer Engagement on Twitter. Their study involved a mixed-method approach that combined interviews, literature reviews, and findings from existing studies. The research revealed that customer engagement is positively impacted by two significant factors: "brand customer service and brand intimacy." Importantly, the study identified that customer engagement acts as a mediator between these factors and consumer co-promotion intentions. Additionally, the popularity of a brand's Twitter account was found to significantly influence consumer perception. This influence, in turn, plays a crucial role in enhancing the brand's value, while also serving as one of the moderators in the conceptual framework discussed within the literature review.

NEED FOR THE STUDY

The surge in social media usage has revolutionized consumer-brand interactions, especially in the realm of mobile phone brands. Karnataka, known for its high mobile phone penetration and active social media usage, presents an intriguing landscape for investigating consumer engagement with mobile phone brands on social media platforms. This study aims to explore the dynamics, influences, and implications of consumer-brand interactions specific to mobile phone brands within the Karnataka market.

Social media platforms have evolved into crucial spaces where consumers engage with brands seek information and make purchasing decisions. Understanding how social media influences consumer perceptions, decisions, and behaviour regarding mobile phone brands is essential for both brands and consumers. Karnataka exhibits

distinct characteristics in terms of high literacy rates, technological adoption, and active social media participation. Understanding how these factors intersect with mobile phone brand engagement on social media within the local context is vital for developing tailored marketing strategies and consumer outreach efforts.

RESEARCH METHODOLOGY

The research methodology for the article "Consumer Engagement with Mobile Phone Brands on Social Media in Karnataka" involves a systematic approach to gather, analyse and interpret data related to consumer behavior, brand engagement and social media usage in the specific regional context of Karnataka. The research design is descriptive. Convenience sampling method was adopted for this study. 100 questionnaires were distributed among the users of mobile phone and social media in Karnataka. Both primary and secondary data were used for the study.

RESULTS AND DISCUSSION

The demographic characteristics of the respondents are presented in the following table.

Table 1 Socio-Economic Profile of the Respondents for the Study

Age	18-20 Years	36
	21-30 Years	42
	31-40 Years	12
	41-55 Years	8
	Above 55	2
Gender	Female	42
	Male	58
Highest Educational qualification	High school	6
	Diploma	11
	Bachelor's degree	51
	Master's degree	22
	Professional degree	10
Current employment status	Self-employed	24
	Private Sector	22
	Public Sector	6
	Student	33

	Housewife	12
	Freelancer	3
Marital Status	Married	53
	Unmarried	47
Monthly Family Income	Below 5 Lakhs	43
	5 to 10 Lakhs	35
	11 to 15 Lakhs	11
	16 to 20 Lakhs	5
	Above 20 Lakhs	6

The majority of respondents fall within the younger age brackets, with 18-20 years and 21-30 years comprising a significant proportion of the surveyed population. This suggests that younger individuals are actively engaging with mobile phone brands on social media in Karnataka, reflecting a high likelihood of digital interaction and brand involvement within these age groups.

The respondents are marginally skewed towards the male category, representing 58% of the surveyed population. This may indicate that, in this study's context, males are relatively more engaged or responsive in interactions with mobile phone brands on social media compared to females.

A substantial portion of respondents holds a Bachelor's degree, reflecting 51% of the surveyed population, followed by respondents with a Master's degree (22%). This points towards a relatively higher education level among the participants, potentially indicating a more informed or tech-savvy segment engaging with mobile phone brands on social media.

The surveyed population comprises diverse occupational categories. Notably, a significant number of respondents are students (33%) and self-employed individuals (24%), indicating a prevalence of students and entrepreneurs actively engaging with mobile phone brands on social media in Karnataka.

A balanced distribution is observed in the marital status category, with a relatively equal split between married (53%) and unmarried (47%) respondents. Moreover, the majority of respondents (43%) come from families with a monthly income below 5 lakhs, indicating

that a significant segment of the population engaging with mobile phone brands on social media in Karnataka may belong to the lower to middle-income brackets.

The inferences suggest a diverse participation of the younger population, particularly those with higher educational qualifications and students, in engaging with mobile phone brands on social media platforms in Karnataka. The findings also highlight an inclusive engagement across different income and occupational segments within the region.

TABLE 2 Determinants of Consumer Engagement with Mobile Phone Brands on Social Media

S.No.	Determinants of Consumer Engagement with Mobile Phone Brands on Social Media	No. of Statements involved it	Reliability Co-efficient	Eigen Value	Per cent of Variation explained
1.	Content Relevance and Quality	4	0.7209	6.548	34.308
2.	Brand Reputation and Trust	4	0.7639	3.253	17.059
3.	Interactive Communication	3	0.8224	1.576	8.984
4.	Emotional Branding	3	0.7365	1.232	8.329
5.	Personalisation and Targeting	2	0.6999	1.104	6.838
KMO measures of sampling adequacy: 0.8124			Bartlett's Test of sphericity chi-square: 103.47*		

The table provides insights into the determinants influencing consumer engagement with mobile phone brands on social media, highlighting factors and their statistical significance.

1. **Content Relevance and Quality:** This factor holds the highest reliability coefficient of 0.7209, with a significant eigen value of 6.548, explaining about 34.308% of the variation in consumer engagement. It suggests that the relevance and quality of content significantly impact consumer engagement on social media platforms.
2. **Brand Reputation and Trust:** With a reliability coefficient of 0.7639 and an eigenvalue of 3.253, this

factor accounts for approximately 17.059% of the variation in consumer engagement. It indicates that brand reputation and trust play a substantial role in influencing engagement with mobile phone brands on social media.

3. **Interactive Communication:** This factor displays a high reliability coefficient of 0.8224 and an eigen value of 1.576, contributing to about 8.984% of the variation in consumer engagement. It suggests that the level of interactive communication significantly influences consumer engagement with mobile phone brands on social media.
4. **Emotional Branding:** With a reliability coefficient of 0.7365 and an eigenvalue of 1.232, this factor explains around 8.329% of the variation in consumer engagement. It signifies that emotional branding has a noteworthy impact on consumer engagement with mobile phone brands on social media.
5. **Personalisation and Targeting:** This factor, with a reliability coefficient of 0.6999 and an eigen value of 1.104, contributes to about 6.838% of the variation in consumer engagement. It implies that personalisation and targeting strategies are moderately influential in impacting consumer engagement.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.8124, indicating the adequacy of the sample for conducting the factor analysis. Bartlett's Test of sphericity, with a chi-square value of 103.47*, indicates that the correlations between the variables are sufficiently significant to proceed with the factor analysis.

Table 3 Preferred Social Media for the Respondents

S. No	Social Media	Number of respondents
1	WhatsApp	67
2	Facebook	46
3	Instagram	87
4	Twitter	23
5	YouTube	54
6	Snapchat	31

* Total greater than sample size due to multiple responses

The data in Table 3 detailing the preferred social media platforms among the respondents in the study "Consumer Engagement with Mobile Phone Brands on Social Media in Karnataka" provides valuable insights into the usage trends and preferences within this demographic.

Instagram emerges as the most favoured social media platform among the surveyed respondents, with 87 individuals actively engaging on this visually oriented platform. This substantial number underscores the significant preference for visual content and community engagement, particularly within the audience participating in the study. Its popularity aligns with the increasing trend of visual storytelling and influencer culture present in the social media landscape.

WhatsApp and YouTube also appear prominently among the preferred platforms, with 67 and 54 respondents, respectively. This indicates a high reliance on WhatsApp for personal and group communication and on YouTube for video-centric content consumption and entertainment purposes within this demographic.

Facebook, a diverse social networking platform, maintains a substantial user base, with 46 respondents, demonstrating continued relevance among the surveyed individuals. Snapchat, though less favoured, shows engagement from 31 respondents, particularly among the younger demographic for its unique content-sharing features.

However, Twitter emerges as the least engaged platform, with 23 respondents. This could suggest a comparatively smaller proportion of respondents interested in real-time updates and public conversations, characteristic of the Twitter platform.

The fact that the total count across all platforms surpasses the sample size indicates that respondents often use multiple social media platforms. This suggests a diverse engagement pattern rather than exclusive usage of a single platform, signifying the need for brands to adopt a multi-platform approach to effectively engage with their audience.

The diverse preferences demonstrated by the respondents across various social media platforms underscore the necessity for mobile phone brands to develop versatile engagement strategies that encompass multiple platforms to reach and resonate with their audience in Karnataka effectively. Understanding these preferred platforms can aid brands in crafting tailored and engaging content specific to each platform to maximise their consumer outreach and interaction.

Managerial Implication

The analysis of the socio-economic profile, determinants of consumer engagement and preferred social media platforms among respondents in the study "Consumer Engagement with Mobile Phone Brands on Social Media in Karnataka" offers crucial managerial implications for mobile phone brands looking to enhance their engagement strategies in the region.

The prevalence of younger age groups, particularly those between 18-30 years, emphasises the need for targeted strategies. Brands should create content and initiatives that align with the technological inclinations and preferences of this demographic, ensuring relevance and resonance. Moreover, the higher representation of males among engaged respondents highlights the importance of gender-tailored marketing approaches. Crafting content and campaigns that specifically appeal to male audiences could be crucial for enhancing brand engagement in this market.

Understanding the educational backgrounds, particularly the significant proportion of respondents holding Bachelor's and Master's degrees, suggests an audience well-informed about technology. For brands, this signifies an opportunity to delve deeper into more sophisticated and tech-savvy content strategies, addressing the preferences and understanding levels of this educated demographic. Similarly, recognising the presence of students and self-employed individuals indicates a need to design engagement initiatives that cater to these segments' interests and needs.

The analysis of determinants influencing consumer engagement stresses the significance of content relevance

and quality, brand reputation, interactive communication, emotional branding and personalisation. Brands should prioritise these factors in their content strategies to heighten engagement on social media platforms. Additionally, the diverse preferences for various social media platforms underline the necessity for brands to adopt a multi-platform approach. This emphasises the need for a consistent brand presence across different platforms, focusing on those that exhibit higher engagement levels, such as Instagram, WhatsApp and YouTube.

Understanding the importance of content adaptability to preferred platforms is critical. Crafting tailored and engaging content specific to each platform can maximise consumer outreach and interaction. This approach should be underpinned by an understanding of the multiple platform usage trend, indicating the need for consistent brand presence across various platforms and the creation of diverse and engaging content across these spaces.

In conclusion, the managerial implications derived from the analysis underscore the necessity for mobile phone brands to adopt a multi-faceted approach. Content strategies should be informed by the preferences and characteristics of the surveyed demographic in Karnataka. Prioritising content quality, platform relevance and targeted engagement strategies can help effectively reach and resonate with the audience, ultimately enhancing consumer engagement and brand success within the region.

Conclusion

The comprehensive study "Consumer Engagement with Mobile Phone Brands on Social Media in Karnataka" has unveiled vital insights into the dynamics of consumer behavior, social media preferences and determinants shaping engagement within this regional context.

Analysing the socio-economic profile of respondents illuminated a strong presence of younger age groups, predominantly those between 18-30 years, suggesting an active digital interaction with mobile phone brands on social media. The study highlighted a marginally higher male representation among engaged individuals and emphasised the significance of educational backgrounds,

particularly higher degrees, indicating a tech-savvy audience. Additionally, the study revealed a diverse occupational distribution, with notable participation from students and self-employed individuals, signifying various engagements within the region's populace.

Examining the determinants influencing consumer engagement emphasised the paramount importance of content relevance and quality, brand reputation and trust, interactive communication, emotional branding and personalisation. These factors emerged as pivotal drivers of engagement, guiding brands towards more effective strategies tailored to the preferences of the surveyed audience.

Moreover, understanding the preferences for various social media platforms illuminated Instagram's prominence, closely followed by WhatsApp, YouTube and Facebook among the surveyed respondents. This signifies the need for brands to adapt their content strategies across these platforms, acknowledging the diverse engagement patterns exhibited by the audience.

The managerial implications drawn from this study offer valuable insights for mobile phone brands seeking to enhance their strategies. Recommendations encompass targeted engagement approaches, gender-specific strategies, tailored content catering to educational levels and diverse occupations and the importance of a multi-platform approach focusing on the determinants driving consumer engagement.

In conclusion, this study provides a holistic understanding of the factors influencing consumer engagement with mobile phone brands on social media within Karnataka. Implementing the managerial implications drawn from this analysis can enable brands to formulate more informed and effective engagement strategies, resonating with the audience's preferences and behaviour ultimately fostering stronger brand-consumer relationships and market success within the region.

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