23E01000 Digital Marketing Management

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Articles

1. Victor Barger, James W. Peltier, Don E. Schultz, (2016) "Social media and consumer engagement: a review and research agenda", Journal of Research in Interactive Marketing, Vol. 10 Issue: 4, pp.268-287

2. Bernritter, S.F., Verlegh, P.W.J. and Smit, E.G. (2016), "Why nonprofits are easier to endorse on social media: the roles of warmth and brand symbolism", Journal of Interactive Marketing, Vol. 33, pp. 27-42.

Social media and consumer engagement: a review and research agenda, Victor. Barger, James .W. Peltier, Don E. Schultz (2016)

A literature review on consumer-brand engagement:

- Antecedents of engagement in social media
- Consequences of engagement in social media
- "Firm engagement"

→ A proposed definition of social media engagement

Consumer-Brand Engagement Defined

Hollebeek *et al.* (2014) : "a consumer's positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions"

Social Media engagement's 4 dimensions: reacting, commenting, sharing and posting UGC.

5 Antecedents of social media engagement

1. **Brand factors**
   a. attitude
   b. warmth & for-profit vs non-profit status
   c. WOM for related brands
   d. traditional marketing vs commitment to communication technologies
2. **Product factors**
   a. hedonic vs utilitarian
   b. new or updated products
   c. existing product reviews
   d. product quality and experience

1. **Consumer factors**
   a. information acquisition
   b. incentives and promotions
   c. social influence & bonding
   d. impression management
2. **Content factors**
   a. attitude
   b. commercial vs sentimental
   c. multisensory
   d. task- vs self-oriented
3. **Social media factors**
   a. social relationships
   b. entertainment
   c. information access
   d. ease of use

Consequences of social media engagement

- **Brand effects**
  - UGC`s impact on awareness, loyalty and perceived quality
- **Product effects**
  - Reviews affect attitudes
  - Negative WOM for infrequent buyers
  - Language choice: utilitarian vs hedonistic products
- **Consumer effects**
  - Reviews affecting buying behavior of others
  - Action explanation vs. reaction explanation
  - Social capital

- **Content effects**
  - The power of negative reviews
  - other consumers & third-party content vs. company generated
- **Market effects**
  - reviews & WOM effects on buying behavior
  - willingness to pay however individual

Firm engagement

Beyond pushing content to consumers: Interacting with UGC.

- liking comments
- commenting back
- actively discussing
- solving problems
- sharing UGC

→ **Social media engagement: *"A mutually beneficial process through which firms and consumers co-create brand-related content and social experiences on social media*."**

Why Nonprofits Are Easier to Endorse on Social Media: The Roles of Warmth and Brand Symbolism

Based on *Brands as Intentional Agents Framework* (BIAF) by Kervyn et al. (2012)

- Consumers' perceptions of a brand can be mapped by two dimensions: warmth and competence
- Adds brand symbolism and identity signaling to the equation
- Do brands differ in their potential to online endorsement from consumers?
  - Online endorsement defined as liking, sharing content, creating content or **visibly** connecting to a brand in a **positive** manner
  - Visiting a website/community, subscribing to newsletter etc. is not endorsement
  - Compare previous article: "Social Media engagement's 4 dimensions: reacting, commenting, sharing and posting UGC"

Findings

- Warmth is the main driver in endorsement
- Brand symbolism improves the effects of warmth
- Competence has no significant effect
- Non-profits are more likely endorsed than for-profit
- No difference in private affiliations between non- or for-profits

Implications

- Brands differ in their endorsement potential
- Identity signaling is important in social media endorsement
  - ➔ compare liking Marlboro (competent) vs Disabled American Veterans (warm)
- Brands can improve their potential by improving warmth or symbolic value
- Same as consumers' identity signaling, for-profit brands can signal warmth through other warmer brands such as non-profits
- Symbolic value can be improved by positioning the brand according to the target group's characteristics

Conclusions on Both Articles

Consumer engagement is important since it has significant consequences on brand awareness, loyalty, perceived quality and buying behaviour.

Being aware of the antecedents of engagement in social media helps in planning social media strategies and content creation. However social media engagement requires a lot of future research.

Depending on perceptions of the brand, social media strategy should either seek endorsement or private affiliation. If consumer endorsement is desired, efforts should be made to make the brand warmer or more symbolic.