

Perception of the Customers towards Customer Engagement Strategies adopted by Indian Mobile Service Providers

Dr. Rohit Bansal

Assistant Professor

Department of Management Studies

Vaish College of Engineering, Rohtak

Email: rohitbansal.mba@gmail.com

Abstract

Customer engagement has become a significant concept to businesses in various industries; so important that we consider it as a prerequisite to business growth amid one of the most challenging economic environments in recent history. With consumer confidence sinking to record lows and nearly every business rethinking its value proposition, there is urgent need to deploy a customer engagement strategy that will help gaining sustainable competitive advantage. Enhancing customer engagement has been an area of focus for telecom companies now-a-days. The objective of this paper is to study perception of customers towards customer engagement strategies adopted by Indian mobile service providers.

Keywords: customer engagement strategy, customer perception, Indian mobile service providers.

Introduction

The term “customer engagement” is often summoned as a catchphrase to mean any number of things from customer satisfaction to repeat buy conduct. While these behaviors are alluring, they provide no certification that your customer today won't turn to your rival's customer tomorrow. In order to increase customer loyalty, companies must engage customers with the brand through offline and online strategies. Therefore, a marketer must not only try to make the brand more attractive and more preferable to the customer, but also do whatever it needs, for the customer to be associated and involved with the brand. In the process of purchasing, using and consuming the product, there is psychological, emotional and physical investment by the customer on to the brand. It is this investment that transforms into the engagement we are talking of. Apparently, this investment would depend on the customer and would differ from customer to customer. So

the challenge for the marketer is to motivate the customer that the marketer is worth their time, effort, money and commitment to be attached with the brand. It is a process of building and preserving strong customer relationships. Company sales professionals need to reframe their goals from sales target achievements to generating more 'engaged' customers. The term customer engagement has many uses largely in the digital scenario where website administrators find it more challenging to hold on to visitors to their sites, in an effort to sell or communicate with them. This would be taking a rather myopic view of the engagement concept since customer engagement is required and applicable for all products, brands, services and ideas. No marketer worth his salt can afford to let customers go, having acquired them once

Customer engagement may be defined as engagement of customers with each other, with a company or a brand. Customer engagement refers to emotional attachment that a customer experience during the repeated and ongoing interactions. Engagement occurs through excitement about your brand. Organizations who engage customers to the extent where they are moved to behavioral change do so by exploring opportunities for emotional connections through ongoing, consistently positive experiences. When a company engages customers with brand, they feel connected emotionally and excited about its products and services.

Review of Literature

Bielski (2008) explored customer engagement as a significant marketing concept grown out of social internet phenomena. An engaged customer communicates with your site often, gives personal views and invests quality time thinking about your brand. Engagement is measured by metrics i.e. client-through rate, duration of visit and percentage of repeat visits. It was found that an engaged customer is a satisfied customer.

Novo (2008) focused on relationship marketing in his study leading to customer engagement. The idea behind relationship marketing was that rather than being opposed by segmenting clients on the basis of age, income, product, and so forth, section them by where they are in association with the organization; discover a marketing policy that is client- driven rather than business driven. Findings suggested that communicating with customers based on where they were in relationship with the company was more relevant in engaging customers.

People Metrics Inc. (2008) conducted study on most engaged customers. It examined the many dimensions of customer engagement and ranked the top-performing companies on how well they engaged their customers. Findings of study revealed that companies that engage their customers are the ones surviving and growing. It was also found that it is a challenge for companies to engage customers with brand in order to gain competitive edge.

Lambert (2008) focused on the concept that engaged customers are loyal customers in all conditions. In a market where confidence is low and falling, only the actions of committed customers give real credibility. Findings revealed that relationship between engaged customers and employees leads to delivering superior service at even reducing cost.

Doorn et. al. (2010) discussed the concept of customer engagement behaviors as the customers' behavioral manifestation toward a brand or firm, beyond purchase, resulting from motivational drivers. Customer engagement behavior comprised of massive conduct of behaviors comprising a word-of-mouth activity, recommendations, helping different clients, blogging, composing reviews and even captivating in legal programs. The authors developed a conceptual model comprising antecedents and consequences of customer engagement behavior and discussed how it differs from customer attitudes such as trust, satisfaction and commitment. The authors suggested that companies can manage customer engagement behaviors by adopting a more integrated and comprehensive approach that acknowledges their evolution and impact over time.

Wei et. al. (2013) focused on one particular type of customer engagement behaviors i.e. user-generated hotel reviews. They examined potential customers' perceptions of customer engagement behaviors and hotels' management responses to customer engagement behaviors. The analysis of an exploratory study demonstrated that clients' apparent motivational drivers fundamental customer engagement behaviors changes with their objectives and positive customer engagement behaviors appreciate more ideal assessments than negative customer engagement behaviors. This study explored that cordiality firms should create more straight forward channels to encourage customer engagement activities.

Vivek et. al. (2014) attempted to understand concept of customer engagement empirically. Authors propounded that engaged individuals include current as well as prospective

customers. They conceptualized a three dimensional view of customer engagement including conscious attention, enthused participation and social connection. The final 10 item scale was developed and validated in several contexts. It was found that validated multidimensional customer engagement scale serves as an important tool for managers. Managers can assess overall customer engagement as well as its specific dimensions to identify the strengths and weaknesses of their engagement strategies.

Objectives of the Study

1. To identify the perception of customers regarding customer engagement strategies adopted by Indian mobile service providers.

Hypotheses of Study

A hypothesis in a research study can be defined as a proposed assumption of a phenomenon. On the basis of research objective of study, the following hypotheses are framed to be tested through appropriate statistical tool:

H₀₁: There is no significant difference in the perception of the male and female customers towards customers engagement strategies adopted by Indian mobile service providers.

H₀₂: There is no significant difference in the perception of the different age group customers towards customers engagement strategies adopted by Indian mobile service providers.

H₀₃: There is no significant difference in the perception of the married and unmarried customers towards customers engagement strategies adopted by Indian mobile service providers.

H₀₄: There is no significant difference in the perception of the different educationally qualified customers towards customers engagement strategies adopted by Indian mobile service providers.

H₀₅: There is no significant difference in the perception of the different occupation customers towards customers engagement strategies adopted by Indian mobile service providers.

H₀₆: There is no significant difference in the perception of the different income level customers towards customers engagement strategies adopted by Indian mobile service providers.

H₀₇: There is no significant difference in the perception of the different service provider customers towards customers engagement strategies adopted by Indian mobile service providers.

H₀₈: There is no significant difference in the perception of the prepaid and postpaid customers towards customers engagement strategies adopted by Indian mobile service providers.

Research Methodology

The purpose of this paper is to study perception of customers towards customer engagement strategies employed by Indian mobile service providers. Questionnaire method was used for primary data collection. Data was collected from 445 customers. The sampling method chosen is simple random sampling which is a type of probability sampling. The study is both exploratory cum descriptive research considering the purpose of study. Leading mobile service providers operating in Haryana state were selected in research study namely Bharti Airtel., Reliance Communication, Vodafone, IDEA, Tata Docomo and B.S.N.L. Likert scale was used to collect responses from customers. Analysis of data was done using the Statistical Package for Social Science (SPSS) Version 20.0. The mean scores were computed by assigning weights as 5, 4, 3, 2 and 1 (e.g. strongly agree, agree, neutral, disagree and strongly disagree respectively). While entering the data in SPSS, SA (strongly agree) has been assigned the value of 5, A (agree) has been assigned the value of 4, N (neutral) has 3, D (disagree) has 2 and SD (strongly disagree) has 1. Therefore, if means result show the value equal to 3 that show the meaning of neutrality by the respondent, if mean goes down to 3, it would show disagreeing on the part of the respondents and if mean goes above 3, it would show agreement on the part of respondent. Statistical tools like descriptive test i.e. mean, standard deviation for drawing the results and conclusion.

Data Analysis & Interpretation

In order to justify research objective, Statistical tools like descriptive test i.e. mean, standard deviation, ANOVA were applied for testing hypothesis, drawing the results, and conclusion.

Table 1: Demographic Profile of the Respondents

Demographic Profile	Frequency	Percent (%)
Gender		
Male	293	65.8
Female	152	34.2
Age Profile		
15-25	178	40.0
26-35	148	33.3
36-45	084	18.9
46 and above	035	07.9
Marital Status		

Married	234	52.6
Unmarried	211	47.4
Education Qualification		
Metric	02	0.4
Senior Secondary	29	6.5
Graduation	114	25.6
Post Graduation	330	67.4
Occupation		
Employee	159	35.7
Business	53	11.9
Profession	78	17.5
Agriculture	03	0.7
Household	13	2.9
Others	139	31.2
Income Level		
Upto 1,00,000	140	31.5
1,00,001 – 2,00,000	69	15.5
2,00,001-3,00,000	57	12.8
Above 3,00,000	179	40.2
Service Provider		
Idea	79	17.8
Vodafone	108	24.3
Tata Docomo	12	2.7
Airtel	64	14.4
BSNL	124	27.9
Reliance (Rcom)	51	11.5
Others	7	1.6
Connection Profile		
Prepaid	307	69.0
Postpaid	138	31.0

Gender-Wise Results with Regards to Perception of the Customers towards Customer Engagement Strategies adopted by Indian Mobile Service Providers

Gender-wise results with regards to perception of the customers towards customer engagement strategies adopted by Indian mobile service providers is shown in the table 1

Table 1: Gender-wise results with regards to perception of the customers towards customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	Fd	Gender		ANOVA	
		Male	Female	F	Sig.
Email Newsletter	\bar{x}	3.121	3.111	0.501	0.479
	σ	1.121	1.119		
On-Site Brand Communities	\bar{x}	3.324	3.265	6.529	0.011*
	σ	0.996	1.040		
User Ratings & Feedbacks	\bar{x}	3.583	3.269	5.193	0.023*
	σ	1.531	1.016		
Video Sharing	\bar{x}	3.245	3.250	0.001	0.970
	σ	1.144	1.123		
SMS Service Alerts	\bar{x}	3.813	3.868	0.317	0.573
	σ	1.0113	0.967		
Employee Blogging	\bar{x}	3.061	3.098	0.119	0.731
	σ	1.111	1.021		
Host a Live Chat	\bar{x}	2.945	3.039	0.666	0.415
	σ	1.172	1.115		
Hold a Contest	\bar{x}	3.099	3.065	0.080	0.777
	σ	1.193	1.131		
Create a Game	\bar{x}	3.003	2.980	0.038	0.845
	σ	1.206	1.147		
Promotional Schemes	\bar{x}	3.576	3.644	0.423	0.516
	σ	1.078	0.979		
Presence on Social Networks	\bar{x}	3.580	3.592	0.013	0.908
	σ	1.055	0.972		
Sponsoring Educational & CSR Programs	\bar{x}	3.225	3.355	1.319	0.251
	σ	1.174	1.044		
Viral Marketing	\bar{x}	3.218	3.269	0.219	0.640
	σ	1.119	1.054		
Mobile Apps	\bar{x}	3.600	3.631	0.085	0.771
	σ	1.066	1.052		
User Generated Content	\bar{x}	3.354	3.309	0.191	0.662
	σ	1.045	1.049		

Source: Survey (Data Processed through SPSS, Version 20,*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=1, Within Group=443

As per mean results, it is found that both type of respondents i.e. male as well as female are more or less agreed towards the various customers engagement strategies adopted by Indian mobile service providers such as on-site brand communities, user rating & feedback, video sharing, SMS service alerts, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps, user generated content. Both male and female

respondents agree that their respective service provider uses these strategies. Their mean results in almost all of the cases are found to be slightly above the neutral marks i.e. 3 except in some strategies, respondents have shown neutrality as mean value is very close to the saddle point of 3 like in case of email newsletter, employee blogging, host a live chat, hold a contest, and create a game. It means that respondents are not aware that these strategies are being used by their service provider. In all other cases, mean value with subject to their respective standard deviation may be seen from the mentioned table. It may be again seen from the table that there is less variation in the mean results of male and female, which mean perception of male and female towards the various customer engagement strategies is almost same. This may be justified with the help of ANOVA as well.

Results of ANOVA indicate that there is significance difference in the perception of the male and female customers towards customer engagement strategies adopted by Indian mobile service providers in case of on-site brand communities ($f=6.529$, $p=0.011$) and user rating and feedback ($f=5.193$, $p=0.023$). Therefore, null hypothesis (H_{01}) has been rejected at five percent level of significance. Otherwise, it is found that that there is no significance difference in the perception of the male and female customer towards various customer engagement strategies adopted by Indian mobile service providers for rest of the strategies under consideration. Therefore, null hypothesis (H_{01}) has been accepted at five percent level of significance.

Age-wise Results with Regards to Perception of the Customers towards Customer Engagement Strategies adopted by Indian Mobile Service Providers

Age-wise results with regards to perception of the different age group customers towards customers engagement strategies adopted by Indian mobile service providers are shown in the table 2.

Table 2: Age-wise results with regards to perception of the customers towards customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	<i>fd</i>	Age groups (In Years)				ANOVA	
		15-25	26-35	36-45	Above 45	F	Sig.
Email Newsletter	\bar{x}	3.146	3.310	2.988	3.057	1.667	0.173
	σ	1.009	1.182	1.166	1.235		
On-Site Brand Communities	\bar{x}	3.286	3.163	3.066	3.028	0.795	0.497
	σ	0.927	1.019	1.128	1.175		
User Ratings & Feedbacks	\bar{x}	3.544	3.513	3.008	3.628	1.423	0.235
	σ	1.753	1.033	1.127	1.031		

Video Sharing	\bar{x}	3.309	3.190	3.047	3.128	1.120	0.341
	σ	1.019	1.101	1.352	1.238		
SMS Service Alerts	\bar{x}	3.797	3.871	3.738	3.857	0.993	0.396
	σ	0.970	0.984	1.054	1.027		
Employee Blogging	\bar{x}	3.168	3.027	2.909	3.428	3.540	0.015*
	σ	1.027	1.049	1.207	1.037		
Host a Live Chat	\bar{x}	3.118	2.945	2.961	2.914	1.946	0.121
	σ	1.090	1.170	1.218	1.172		
Hold a Contest	\bar{x}	3.168	3.135	2.921	3.114	1.825	0.142
	σ	1.096	1.164	1.309	1.182		
Create a Game	\bar{x}	3.061	2.952	2.909	3.385	1.645	0.178
	σ	1.125	1.202	1.256	1.202		
Promotional Schemes	\bar{x}	3.601	3.648	3.523	3.571	0.263	0.852
	σ	0.987	1.068	1.091	1.144		
Presence on Social Networks	\bar{x}	3.573	3.655	3.500	3.542	0.450	0.718
	σ	0.967	1.034	1.092	1.146		
Sponsoring Educational & CSR Programs	\bar{x}	3.303	3.337	3.000	3.457	2.155	0.093
	σ	1.012	1.169	1.261	1.171		
Viral Marketing	\bar{x}	3.325	3.250	3.083	3.085	1.169	0.321
	σ	1.049	1.105	1.194	1.039		
Mobile Apps	\bar{x}	3.724	3.608	3.428	3.485	1.680	0.170
	σ	0.943	1.047	1.254	1.147		
User Generated Content	\bar{x}	3.370	3.364	3.090	3.428	0.734	0.532
	σ	1.001	0.955	1.236	1.144		

Source: Survey (Data Processed through SPSS, Version 20*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=3, Within Group=441

It is evident from the table 2 that respondents from the age group of 15-25 years are slightly agreed (as their mean value is slightly above the middle point of 3) for the various customers engagement strategies such as on-site brand communities, user rating & feedback, video sharing, SMS service alert, promotional scheme, presence on social networks, mobile apps and user generated contents etc. It means that customers from this age group are slightly agreed that their service provider uses these strategies. While respondents from this group (15-25 years of age) look neutral (as their mean value is very close to the middle point of 3) for some of the strategies like email newsletter, employee blogging, host a live chat, hold a contest and create a game etc. Customers are not aware that these strategies are being used by their service providers. In case of respondents from the age group of 26-35 years, they look somewhat agree for the various strategies such as email newsletter, user rating & feedback, SMS service alerts, promotional schemes, preference on social networks and mobile apps, viral marketing, sponsoring educational & CSR programs. They look less agree for the other strategies such as on-site brand communities, video sharing, hold a contest etc. Respondents from age group of 26-35 years agree that their service provider is using these strategies. While respondents look neutral for the

strategies such as employees blogging, host a live chat, create a game etc. Respondents are not aware that these strategies are being used by their service provider or not. In case of respondents from the age group of 36-45 years, they look somewhat agree for strategies such as SMS service alerts, promotional schemes, presence on social networks, mobile apps. Respondents are slightly agree that their service provider uses these strategies. However, they look neutral for rest of strategies. It means that customers are not aware whether these strategies are being used by service provider or not. In case of respondents from the age group of above 45 years, they look somewhat agree for strategies such as user ratings & feedback, SMS service alerts, employee blogging, create a game, promotional schemes, presence on social networks, sponsoring educational & CSR programs, mobile apps, user generated content. It means that respondents are slightly agree that their service provider uses these strategies. But they look neutral for rest of strategies i.e. respondents are not aware that these strategies are being used by service provider. Overall, it may be seen that that respondents are even somewhat agree, less agree or neutral for the various strategies.

It is found from ANOVA results that there is significance difference in the perception of the different age group customers towards customer engagement strategies adopted by Indian mobile service providers for the strategy of employee blogging ($f=3.540$, $p=0.015$). Therefore, the null hypothesis (H_{02}) has been rejected at five percent level of significance. Otherwise, it is found that there is no significance difference in the perception of the different age group customers towards customer engagement strategies adopted by Indian mobile service providers for the rest of the customer engagement strategies under consideration. Therefore, the null hypothesis (H_{02}) has been accepted at five percent level of significance.

Marital Status-wise Results with Regards to Perception of the Customers towards Customers Engagement Strategies adopted by Indian Mobile Service Providers

Marital status-wise results with regards to perception of married and unmarried customers towards customer engagement strategies adopted by Indian mobile service providers are shown in the table 3.

Table 3: Marital status-wise results with regards to perception of the Customers towards customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	<i>fd</i>	Marital Status		ANOVA	
		Married	Unmarried	F	Sig.
Email Newsletter	\bar{x}	3.260	3.056	3.696	0.055
	σ	1.133	1.098		
On-Site Brand Communities	\bar{x}	3.265	3.203	0.400	0.527
	σ	1.055	0.976		
User Ratings & Feedbacks	\bar{x}	3.542	3.402	1.133	0.288
	σ	1.672	0.967		
Video Sharing	\bar{x}	3.205	3.293	0.679	0.410
	σ	1.225	1.023		
SMS Service Alerts	\bar{x}	3.859	3.800	0.376	0.540
	σ	1.024	0.965		
Employee Blogging	\bar{x}	3.017	3.137	1.377	0.241
	σ	1.142	1.007		
Host a Live Chat	\bar{x}	2.888	3.075	2.932	0.088
	σ	1.181	1.114		
Hold a Contest	\bar{x}	3.004	3.180	2.507	0.114
	σ	1.241	1.084		
Create a Game	\bar{x}	2.948	3.047	0.768	0.381
	σ	1.238	1.124		
Promotional Schemes	\bar{x}	3.529	3.677	2.226	0.136
	σ	1.104	0.971		
Presence on Social Networks	\bar{x}	3.564	3.606	0.190	0.663
	σ	1.079	0.966		
Sponsoring Educational & CSR Programs	\bar{x}	3.209	3.336	1.398	0.238
	σ	1.212	1.035		
Viral Marketing	\bar{x}	3.132	3.350	4.426	0.036*
	Σ	1.132	1.046		
Mobile Apps	\bar{x}	3.521	3.710	3.562	0.060
	Σ	1.116	0.988		
User Generated Content	\bar{x}	3.316	3.364	0.240	0.624
	Σ	1.112	0.968		

Source: Survey (Data Processed through SPSS, Version 20,*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=1, Within Group=443

It is evident from table 3 that in case of email newsletter, married respondents are somewhat agreed while unmarried respondents are looking neutral. It means that married respondents agree that email marketing strategy is being used by their service provider whereas unmarried respondents are not aware that this strategy is being used by their service provider. For the strategies such as on-site brand communities, user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated contents, both types of respondents i.e. married and unmarried looks somewhat agree as their mean value is slightly above the middle point of 3. It denotes that both married as well as unmarried respondents are aware that

these strategies are being used by their service provider. For the rest of the strategies such as employee blogging, host a live chat, hold a contest and create a game, both type of respondents are looking neutral as their mean value are very close to the middle point of 3. It shows that both type of respondents are not aware that their service provider uses these strategies.

Results of ANOVA indicate that there is significance difference in the perception of the married and unmarried customers towards customer engagement strategies adopted by Indian mobile service providers for the strategy of viral marketing ($f=4.426$, $p=0.036$). Therefore, the null hypothesis (H_{03}) has been rejected at five percent level of significance. Otherwise, it is found that there is no significance difference in the perception of the married and unmarried customers towards customer engagement strategies adopted by Indian mobile service providers for the rest of the customer engagement strategies under consideration. Therefore, the null hypothesis (H_{03}) has been accepted at five percent level of significance.

Education Qualification-wise Results with Regards to Perception of the Customer towards Customers Engagement Strategies adopted by Indian Mobile Service Providers

The results with regards education qualification-wise perception of the customers towards customer engagement strategies adopted by Indian mobile service providers are shown in the table 4. As per mean results, it is found that the high school respondents are neutral for the various strategies such as email newsletter, user rating & feedback and video sharing. High school respondents are not aware that these strategies are used by their service provider. While they are (high school respondents) much agreed for the strategies such as on-site brand communities, employee blogging, host a live chat, hold a contest, create a game, sponsoring educational and CSR programs, viral marketing, mobile apps and user generated content. Respondents in this category are even somewhat agreed for the rest of the strategies such as SMS service alerts, promotional schemes, presence on social networks. Respondents are agreed that these strategies are used by their service provider more or less. The senior secondary education level respondents are neutral for the email newsletter, host a live chat, hold a contest and create a game. The respondents who are graduate are agreed for the email newsletter, on-site brand communities, user rating and feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. Respondents are agreed that these strategies are used by service

provider. For the rest of strategies, they are looking neutral and are not aware whether rests of strategies are used by service provider or not. In case of respondents who have qualified their master degree are looking neutral for the strategies such as email newsletter, on-site brand communities, video sharing, employee blogging, host a live chat, hold a contest, create a game and viral marketing. It denotes that respondents are not aware whether these strategies are used by service provider or not. For the rest of the strategies, respondents in this group are looking somewhat agree. It means that their service provider is using rest of strategies.

Table 4: Education qualification-wise results with regards to perception of the customers towards customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	fd	Education Qualification				ANOVA	
		High School	Senior Secondary	Graduate	Post Graduate	F	Sig.
Email Newsletter	\bar{x}	3.000	3.103	3.368	3.093	1.715	0.163
	σ	1.414	0.859	1.041	1.164		
On-Site Brand Communities	\bar{x}	4.000	3.517	3.526	3.093	6.391	0.000*
	σ	0.000	0.784	0.923	1.046		
User Ratings & Feedbacks	\bar{x}	3.000	4.413	3.666	3.316	6.817	0.000*
	σ	1.414	3.669	0.946	1.055		
Video Sharing	\bar{x}	3.000	3.655	3.377	3.160	2.397	0.068
	σ	1.414	0.973	1.067	1.162		
SMS Service Alerts	\bar{x}	3.500	3.586	3.850	3.850	0.708	0.548
	σ	0.707	0.907	0.904	1.038		
Employee Blogging	\bar{x}	4.000	3.275	3.061	3.053	0.868	0.458
	σ	1.414	0.996	1.049	1.099		
Host a Live Chat	\bar{x}	4.000	3.069	2.938	2.976	0.627	0.598
	σ	1.414	0.842	1.131	1.186		
Hold a Contest	\bar{x}	4.000	3.172	3.175	3.040	0.833	0.476
	σ	1.414	1.226	1.107	1.190		
Create a Game	\bar{x}	4.000	3.172	3.035	2.956	0.843	0.471
	σ	1.414	1.037	1.159	1.208		
Promotional Schemes	\bar{x}	3.500	3.551	3.675	3.576	0.273	0.845
	σ	0.707	1.120	0.963	1.071		
Presence on Social Networks	\bar{x}	3.500	3.551	3.657	3.560	0.264	0.851
	σ	2.121	1.020	1.002	1.034		
Sponsoring Educational & CSR Programs	\bar{x}	4.500	3.413	3.228	3.263	0.997	0.394
	σ	0.707	1.052	1.081	1.159		
Viral Marketing	\bar{x}	4.000	3.517	3.359	3.156	1.978	0.117
	σ	0.000	0.949	1.160	1.081		
Mobile Apps	\bar{x}	4.500	3.655	3.631	3.593	0.525	0.665
	σ	0.707	1.009	1.107	1.051		
User Generated Content	\bar{x}	4.500	3.344	3.526	3.260	2.640	0.049*
	σ	0.707	0.936	1.106	1.024		

Source: Survey (Data Processed through PASW SPSS, Version 20*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=3, Within Group=441

Results of ANOVA indicate that there is significance difference in the perception of the different educationally qualified customers towards customers engagement strategies adopted by Indian mobile service providers for the strategies such as on-site brand communities ($f=6.391$, $p=0.000$), user rating & feedback ($f=6.817$, $p=0.000$) and user generated content ($f=2.640$, $p=0.049$). Therefore, the null hypothesis (H_{04}) has been rejected at five percent level of significance. Otherwise, it is found that there is no significance difference in the perception of the different educationally qualified customers towards customers engagement strategies adopted by Indian mobile service providers for the rest of the customer engagement strategies under consideration. Therefore, the null hypothesis (H_{04}) has been accepted at five percent level of significance.

Occupation-wise Results with Regards to Perception of the Customers towards Customers Engagement Strategies adopted by Indian Mobile Service Providers

Occupation-wise results with regards to perception of different occupation customers towards customer engagement strategies adopted by Indian mobile service providers are shown in the table 5. Respondents in the category of employee are looking somewhat agree for the strategies such as email newsletter, on-site brand communities, user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, mobile apps and user generated content. It denotes that respondents are agreed regarding use of these strategies by their service provider. While respondents in this category are looking neutral for the other strategies such as employee blogging, hold a contest, sponsoring educational & CSR programs and viral marketing. It means that respondents are not aware regarding use of these strategies by service provider. However, respondents are looking somewhat disagree for two strategies *i.e.* host a live chat and create a *i.e.* respondents are disagreed that these two strategies are not used by their service provider. In case of business class respondents, agreeeness has been shown for the strategies such as email newsletter, on-site brand communities, user rating & feedback, video sharing, SMS service alert, hold a contest, create a game, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. Respondents are agreed that these mentioned strategies are used by their service provider. They are looking neutral for two strategies *i.e.* employees blogging and host a

live chat. It depicts that respondents are not aware whether these two strategies are used by their service provider or not.

Table 5: Occupation-wise results with regards to perception of the customers towards customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	fd	Occupation						ANOVA	
		Employee	Business	Profession	Agriculture	Household	Others	F	Sig.
Email Newsletter	\bar{x}	3.213	3.301	3.217	2.333	3.000	3.057	0.896	0.484
	σ	1.098	1.011	1.223	1.527	1.414	1.088		
On-Site Brand Communities	\bar{x}	3.320	3.415	3.000	2.666	3.384	3.201	1.674	0.139
	σ	1.002	0.949	1.069	1.154	0.767	1.036		
User Ratings & Feedbacks	\bar{x}	3.572	3.528	3.474	2.666	3.538	3.359	0.573	0.721
	σ	1.850	1.084	1.101	1.527	0.877	0.992		
Video Sharing	\bar{x}	3.245	3.528	3.166	2.666	3.384	3.187	1.004	0.415
	σ	1.205	1.048	1.199	1.527	1.192	1.025		
SMS Service Alerts	\bar{x}	3.779	3.773	3.935	2.333	3.923	3.877	1.747	0.123
	σ	1.088	0.933	0.944	1.527	0.862	0.920		
Employee Blogging	\bar{x}	3.050	3.000	3.102	2.000	3.307	3.115	0.829	0.530
	σ	1.123	1.074	1.123	1.000	0.947	1.022		
Host a Live Chat	\bar{x}	2.874	3.113	3.064	2.666	3.153	2.985	0.594	0.705
	σ	1.210	1.103	1.165	1.527	1.143	1.096		
Hold a Contest	\bar{x}	3.056	3.283	2.871	2.666	3.384	3.151	1.175	0.321
	σ	1.213	1.230	1.241	1.527	1.260	1.034		
Create a Game	\bar{x}	2.981	3.283	2.833	2.000	3.307	2.985	1.535	0.178
	σ	1.166	1.214	1.221	1.000	1.250	1.160		
Promotional Schemes	\bar{x}	3.578	3.679	3.448	2.333	3.692	3.697	1.557	0.171
	σ	1.115	1.051	1.052	0.577	1.031	0.945		
Presence on Social Networks	\bar{x}	3.597	3.566	3.487	3.000	3.692	3.633	0.431	0.827
	σ	1.091	1.047	1.016	1.000	0.751	0.979		
Sponsoring Educational & CSR Programs	\bar{x}	3.195	3.358	3.217	3.333	3.538	3.323	0.445	0.817
	σ	1.187	1.039	1.191	0.577	1.050	1.091		
Viral Marketing	\bar{x}	3.106	3.396	3.141	3.000	3.692	3.338	1.511	0.185
	σ	1.064	1.044	1.192	0.000	0.751	1.120		
Mobile Apps	\bar{x}	3.528	3.735	3.512	3.000	3.538	3.733	1.058	0.383
	σ	1.089	1.021	1.078	1.000	0.967	1.039		
User Generated Content	\bar{x}	3.270	3.471	3.371	3.000	3.692	3.323	0.686	0.634
	σ	1.071	0.911	1.106	1.000	1.031	1.037		

Source: Survey (Data Processed through PASW SPSS, Version 20*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=5, Within Group=439

Professional respondents are agreed regarding use of strategies by their service provider such as email newsletter, user rating & feedback, SMS service alert, promotional schemes, presence on social networking, sponsoring educational & CSR programs, mobile apps and user generated contents. They are looking neutral for the strategies like on-site brand communities, video sharing, employee blogging, host a live chat and viral marketing. While they are disagree for

hold a contest and create a game. It means respondents are not aware whether these strategies are used by their service provider or not.

Agriculturists respondents are looking disagree for the strategies such as email newsletter, on-site brand communities, user rating & feedback, video sharing, SMS service alert, employees blogging, host a live chat, hold a contest, create a game and promotional schemes. It means that these strategies are not used by their service provider. They are even neutral for the strategies of presence on social networks, viral marketing, mobile apps and user generated content. Respondents are not aware about use of these strategies by their service provider. Besides, respondents are agreed regarding use of strategy of sponsoring educational & CSR programs by their service provider.

Household respondents are agreed regarding use of various strategies by their service provider such as on-site brand communities, user rating & feedback, video sharing, SMS service alert, employees blogging, hold a contest, create a game, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. They are neutral for the strategies like email newsletter and host a live chat. It shows that respondents are not two aware whether these two strategies are used by their service provider or not.

Other category respondents are agreed for the use of strategies by their service provider such as on-site brand communities, user rating & feedback, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. They are looking neutral for the strategies such as email newsletter, video sharing, employee blogging and hold a contest. It denotes that respondents are not aware whether these two strategies are used by their service provider or not. They are even disagreed that their service provider is not using strategies of host a live chat and create a game.

As far as ANOVA results is concerned, it is found that there is no significance difference in the perception of the different occupation customers towards customers engagement strategies adopted by Indian mobile service providers. Therefore, the null hypothesis (H_{05}) has been accepted at five percent level of significance.

Income-wise Results with Regards to Perception of the Customers towards Customers Engagement Strategies adopted by Indian Mobile Service Providers

Income-wise results with regards to perception of different income group customers towards customer engagement strategies adopted by Indian mobile service providers is shown in the table 6.

Table 6: Income-wise results with regards to perception of the customers towards Customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	fd	Annual Income (Rs. 00,000)				ANOVA	
		Up to 1	1 to 2	2 to 3	Above 3	F	Sig.
Email Newsletter	\bar{x}	3.150	3.014	3.350	3.173	0.950	0.416
	σ	1.052	1.218	1.026	1.160		
On-Site Brand Communities	\bar{x}	3.264	3.144	3.280	3.234	0.256	0.857
	σ	0.941	1.115	0.901	1.076		
User Ratings & Feedbacks	\bar{x}	3.442	3.376	3.807	3.435	1.284	0.279
	σ	0.891	1.072	2.824	1.081		
Video Sharing	\bar{x}	3.278	3.463	3.193	3.156	1.303	0.273
	σ	1.011	1.092	1.156	1.226		
SMS Service Alerts	\bar{x}	3.821	3.869	3.771	3.843	0.114	0.952
	σ	0.875	1.013	1.069	1.058		
Employee Blogging	\bar{x}	3.121	3.130	2.877	3.078	0.782	0.504
	σ	0.977	1.041	1.103	1.163		
Host a Live Chat	\bar{x}	3.085	3.144	2.754	2.899	1.894	0.130
	σ	1.082	1.141	1.005	1.241		
Hold a Contest	\bar{x}	3.192	3.130	2.894	3.050	0.982	0.401
	σ	1.038	1.247	1.112	1.255		
Create a Game	\bar{x}	3.050	2.927	3.175	2.921	0.842	0.472
	σ	1.101	1.192	1.103	1.269		
Promotional Schemes	\bar{x}	3.657	3.449	3.421	3.670	1.450	0.227
	σ	0.957	1.131	1.051	1.069		
Presence on Social Networks	\bar{x}	3.578	3.536	3.561	3.614	0.112	0.953
	σ	0.975	1.008	1.102	1.055		
Sponsoring Educational & CSR Programs	\bar{x}	3.342	3.318	3.052	3.262	0.938	0.422
	σ	1.023	1.143	1.201	1.186		
Viral Marketing	\bar{x}	3.350	3.188	2.894	3.273	2.482	0.060
	σ	1.038	1.128	1.029	1.135		
Mobile Apps	\bar{x}	3.707	3.594	3.526	3.569	0.598	0.616
	σ	0.925	1.047	1.211	1.116		
User Generated Content	\bar{x}	3.364	3.275	3.228	3.379	0.416	0.742
	σ	0.953	0.968	1.134	1.117		

Source: Survey (Data Processed through PASW SPSS, Version 20*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=3, Within Group=441

In case of customers having annual income of up to Rs. 1 lakh, respondents are slightly agreed that their service provider uses strategies such as on-site brand communicates, user rating & feedback, video sharing, SSMS service alert, promotional schemes, presence on social networks,

sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. Respondents in this income group are looking neutral for the rest of the strategies like, email newsletter, employee blogging, host a live chat, hold a contest and create a game. It means that they are not aware whether these strategies are used by their service provider or not.

In case of respondents having the annual income of Rs. 1 lakh to Rs. 2 lakh, respondents are agreed regarding use of various strategies by their service provider such as user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, mobile apps and user generated content. They are looking neutral for the strategies such as email newsletter, on-site brand communities, employee blogging, host a live chat, hold a contest and viral marketing. They are somewhat disagree for the strategy of create a game. It shows that respondents are not aware as well as sure regarding use of these strategies by their service provider.

Respondents having annual income from Rs. 2 lakh to Rs. 3 lakh are slightly agreed towards use of various strategies by their service provider such as email newsletter, on-site brand communities, user rating & feedback, SMS service alert, promotional schemes, presence on social networks, mobile apps and user generated content. Respondents from this category are neutral and not aware regarding use of other strategies by their service provider such as video sharing, create a game and sponsoring educational & CSR programs. They are disagreed for use of some of the strategies by their service provider like employee blogging, host a live chat, hold a contest and viral marketing.

And the respondents having the annual income of above Rs. 3 lakh are slightly agreed for the use of few strategies by their service provider such as on-site brand communities, user rating & feedback, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. They are looking neutral and not aware for the use of strategies by their service provider such as email newsletter, video sharing, employee blogging and hold a contest. They are slightly disagreed for the use of strategies by their service provider such as host a live chat and create a game.

Results of ANOVA indicate that there is no significance difference in the perception of the different income level customers towards customer engagement strategies adopted by Indian

mobile service providers. Therefore, the null hypothesis (H_{06}) has been accepted at five percent level of significance.

Service Providers-wise Results with Regards to Perception of the Customers towards Customers Engagement Strategies adopted by Indian Mobile Service Providers

Service provider-wise results with regards to perception of prepaid and postpaid customers towards customer engagement strategies adopted by Indian mobile service providers are shown in the table 7.

Table 7: Service providers-wise results with regards to perception of the customers towards customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	fd	Service Providers							ANOVA	
		idea	Vodaphone	Tata Docomo	Airtel	BSNL	RCOM	Others	F	Sig.
Email Newsletter	\bar{x}	3.075	3.203	2.750	3.359	3.290	2.882	2.285	2.257	0.037*
	σ	1.227	1.011	1.422	1.117	1.034	1.194	1.253		
On-Site Brand Communities	\bar{x}	3.177	3.194	2.916	3.375	3.371	3.019	3.000	1.284	0.263
	σ	1.118	0.941	1.311	0.934	0.949	1.104	1.527		
User Ratings & Feedbacks	\bar{x}	3.544	3.583	3.250	3.359	3.588	3.078	3.428	1.110	0.355
	σ	1.047	2.105	1.288	0.948	0.971	1.293	0.786		
Video Sharing	\bar{x}	3.240	3.379	3.000	3.328	3.338	2.764	2.857	2.244	0.038*
	σ	1.145	1.099	1.128	0.992	1.153	1.159	1.573		
SMS Service Alerts	\bar{x}	3.784	3.981	3.833	3.875	3.790	3.647	3.714	0.798	0.572
	σ	1.128	0.947	1.267	0.806	0.981	1.092	0.755		
Employee Blogging	\bar{x}	2.962	3.194	3.333	3.203	3.040	2.803	3.428	1.314	0.249
	σ	1.125	1.045	1.370	1.010	1.085	1.077	0.975		
Host a Live Chat	\bar{x}	2.898	3.166	2.250	3.140	3.040	2.588	2.428	2.927	0.008*
	σ	1.236	1.131	0.866	1.021	1.164	1.080	1.397		
Hold a Contest	\bar{x}	2.949	3.111	3.083	3.281	3.121	2.921	3.142	0.669	0.675
	σ	1.289	1.130	0.900	1.105	1.172	1.180	1.463		
Create a Game	\bar{x}	2.734	2.990	3.000	3.375	3.088	2.784	2.428	2.444	0.025*
	σ	1.184	1.097	1.414	1.061	1.281	1.101	1.272		
Promotional Schemes	\bar{x}	3.696	3.481	3.166	3.718	3.709	3.451	3.142	1.458	0.191
	σ	1.090	1.018	1.029	0.967	0.969	1.237	1.214		
Presence on Social Networks	\bar{x}	3.582	3.472	3.666	3.765	3.685	3.451	2.714	1.760	0.106
	σ	1.045	0.999	1.230	0.938	0.974	1.154	1.253		
Sponsoring Educational & CSR Programs	\bar{x}	3.341	3.314	2.833	3.343	3.298	3.098	2.571	1.077	0.375
	σ	1.207	1.107	1.193	1.086	1.081	1.187	1.397		
Viral Marketing	\bar{x}	3.025	3.185	3.000	3.484	3.387	3.098	2.857	1.851	0.088
	σ	1.165	1.086	1.128	0.959	1.102	1.100	1.069		
Mobile Apps	\bar{x}	3.430	3.611	3.416	3.812	3.822	3.313	2.571	3.562	0.002*
	σ	1.162	1.003	1.378	0.923	0.902	1.240	1.397		
User Generated Content	\bar{x}	3.151	3.268	3.166	3.562	3.508	3.215	2.714	2.152	0.047*
	σ	1.110	1.046	1.114	0.940	0.941	1.136	1.603		

Source: Survey (Data Processed through PASW SPSS, Version 20*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=6, Within Group=438

It is evident from table 7 that customers of idea are slightly agreed regarding use of strategies by their service provider such as user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs and mobile apps. While idea customers are looking neutral and not aware regarding use of strategies by their service provider like email newsletter, on-site brand communities and viral marketing. However, they are looking somewhat disagree for the strategies such as employee blogging, host a live chat, hold a contest and create a game.

In case of Vodaphone customers, respondents are agreed towards use various strategies by their service provider such as email newsletter, user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps user generated content. While they are looking neutral and not aware regarding use of strategies by their service provider like on-site brand communities, employee blogging, host a live chat, hold a contest and create a game.

Tata Docomo customers are slightly agreed regarding use of various strategies by their service provider such as user rating & feedback, SMS service alert, employee blogging, presence on networks and mobile apps. While they are looking neutral and not aware regarding use of strategies by their respective service provider such as on-site brand communities, video sharing, hold a contest, create a game, promotional schemes, viral marketing and user generated content. They are also slightly disagreed for the use of strategies by their service provider such as email newsletter, host a live chat and sponsoring educational & CSR programs.

Airtel customers are agreed that their service provider uses all of the strategies under consideration.

In case of BSNL customers, respondents are agreed towards use of strategies by their service provider such as email newsletter, on-site brand communities, user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. Respondents from the service providers are looking neutral and not aware regarding use of strategies by service provider such as employee blogging, host a live chat, hold a contest create a game.

RCOM customers are agreed towards use of strategies by service provider such as SMS service alert, promotional schemes, presence on social networks, mobile apps and user generated content. While respondents of RCOM are neutral and not aware regarding use of strategies by service provider such as on-site brand communities, user rating & feedback, sponsoring educational & CSR programs and viral marketing. However they are slightly disagreed towards use of strategies by service provider like email newsletter, video sharing, employee blogging, host a live chat, hold a contest and create a game.

Respondents from other category are agreed regarding use of strategies by service provider such as user rating & feedback, SMS service alert and employee blogging. While they are looking neutral and not aware for the use of strategies such as on-site brand communities, host a contest and promotional schemes. However, they are disagreed that service provider does not use strategies like email newsletter, video sharing, host a live chat, create a game, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content.

As far as ANOVA results is concerned, it is found that there is significance difference in the perception of the different service provider customers towards customer engagement strategies adopted by Indian mobile service providers in case of email newsletter, video sharing, host a live chat, create a game, mobile apps and user generate content. Therefore, the null hypothesis (H_{07}) has been rejected at five percent level of significance. Otherwise, it is found that there is no significance difference in the perception of the different service provider customers towards customer engagement strategies adopted by Indian mobile service providers. Therefore, the null hypothesis (H_{07}) has been accepted at five percent level of significance.

Mobile Connection-wise Results with Regards to Perception of the Customers towards Customers Engagement Strategies adopted by Indian Mobile Service Providers

Connection-wise results with regards to perception of prepaid and postpaid customers towards customers engagement strategies adopted by Indian mobile service providers is shown in the table 8. Prepaid customers are slightly agreed regarding use of strategies by their service provider such as on-site brand communities, user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, viral marketing, mobile apps and user generated content. Prepaid customers are

neutral and not aware whether strategies such as email newsletter, employee blogging, host a live chat, hold a contest and create a game are being used by their service provider or not.

Table 8: Mobile connection-wise results with regards to perception of the customers towards customer engagement strategies adopted by Indian mobile service providers

Customers Engagement Strategies	fd	Connection		ANOVA	
		Prepaid	Postpaid	F	Sig.
Email Newsletter	\bar{x}	3.074	3.362	6.344	0.012*
	σ	1.133	1.066		
On-Site Brand Communities	\bar{x}	3.208	3.297	0.721	0.396
	σ	1.042	0.962		
User Ratings & Feedbacks	\bar{x}	3.452	3.529	0.288	0.592
	σ	1.534	0.975		
Video Sharing	\bar{x}	3.260	3.217	0.138	0.711
	σ	1.139	1.125		
SMS Service Alerts	\bar{x}	3.804	3.891	0.722	0.396
	σ	0.990	1.008		
Employee Blogging	\bar{x}	3.091	3.036	0.246	0.620
	σ	1.083	1.076		
Host a Live Chat	\bar{x}	2.987	2.956	0.066	0.797
	σ	1.160	1.139		
Hold a Contest	\bar{x}	3.114	3.029	0.501	0.480
	σ	1.186	1.139		
Create a Game	\bar{x}	3.045	2.884	1.771	0.184
	σ	1.200	1.146		
Promotional Schemes	\bar{x}	3.651	3.485	2.409	0.121
	σ	1.041	1.048		
Presence on Social Networks	\bar{x}	3.635	3.471	2.442	0.119
	σ	1.021	1.033		
Sponsoring Educational & CSR Programs	\bar{x}	3.299	3.202	0.695	0.405
	σ	1.091	1.221		
Viral Marketing	\bar{x}	3.170	3.159	0.974	0.324
	σ	1.064	1.166		
Mobile Apps	\bar{x}	3.612	3.608	0.001	0.973
	σ	1.039	1.110		
User Generated Content	\bar{x}	3.355	3.304	0.223	0.637
	σ	1.019	1.104		

Source: Survey (Data Processed through SPSS, Version 20,*= Significant at 5 percent level)

Note : N = 445, df: Total=444, Between Group=1, Within Group=443

Postpaid customers are slightly agreed for the use of strategies by their service provider such as email newsletter, on-site brand communities, user rating & feedback, video sharing, SMS service alert, promotional schemes, presence on social networks, sponsoring educational & CSR programs, mobile apps and user generated content. While they are neutral and not aware whether strategies such as employee blogging, host a live chat, hold a contest and viral marketing are

used by service provider or not. They are even disagreed that their service provider is not using strategy of create a game.

Analysis of ANOVA results indicate that there is significance difference in the perception of the prepaid and postpaid customers towards customer engagement strategies adopted by Indian mobile service providers in case of email newsletter only. Therefore, the null hypothesis (H_{08}) has been rejected at five percent level of significance. Otherwise, there is no significance difference in the perception of the prepaid and postpaid customers towards customer engagement strategies adopted by Indian mobile service providers. Therefore, the null hypothesis (H_{08}) has been rejected at five percent level of significance.

Overall Importance/Ranking given to Customers Engagement Strategies by Customers

Table 9 shows the overall importance given to various customers engagement strategies by customers of different demographic profile.

Table 5.2.9: Ranking to Customers Engagement Strategies

Sr. No.	Customers Engagement Strategies	Overall Mean (\bar{x})	Overall Ranking
1	SMS Service Alerts	3.8315	1
2	Mobile Apps	3.6112	2
3	Promotional Schemes	3.6000	3
4	Presence on Social Networks	3.5843	4
5	User Ratings & Feedbacks	3.4764	5
6	User Generated Content	3.3393	6
7	Sponsoring Educational & CSR Programs	3.2697	7
8	Video Sharing	3.2472	8
9	On-Site Brand Communities	3.2360	9
10	Viral Marketing	3.2360	10
11	Email Newsletter	3.1640	11
12	Hold a Contest	3.0876	12

13	Employee Blogging	3.0742	13
14	Create a Game	2.9955	14
15	Host a Live Chat	2.9775	15

Source: Survey (Data Processed through SPSS, Version 20)

Note : N = 445

The ranking to different mobile service providers has been assigned on the basis of overall mean, which is calculated by using the SPSS on the data collected from customers of different demographic profiles. As per overall mean, SMS service alert has been found as the most important and preferred strategies adopted by Indian mobile service providers as per perception of customers. Mobile apps is assigned second rank as per mean result and therefore may be considered as the next important strategy. Promotional schemes may be assigned as the third rank as per the overall mean and therefore, may be considered as the next important strategy. Presence on social network may be assigned the fourth rank followed by user rating & feedback which may be assigned as the fifth rank as per the response given by the customers. User generated content may be assigned the sixth rank followed by sponsoring educational & CSR programs which may be assigned that of seven. Video sharing may be assigned the eighth ranked followed by on-site brand communities which may be given ninth rank as per the response given by customers. Viral marketing is considered as the next important strategy by the customers and may be assigned the tenth rank followed by email newsletter which may be assigned eleventh rank as per the response given by customers. Hold a contest, employee blogging and create a game may be assigned as the twelfth, thirteenth and fourteenth rank respectively. Host a live chat is considered as the least important strategy by the customers therefore may be assigned as the fifteenth rank. Overall, it is evident that customers are quite much aware about various customer engagement strategies and do accept that these strategies are adopted by their mobile service providers more or less in order to engage them with brand.

Conclusion

In nutshell, as far as perception of the customers toward customers engagement strategies is concerned, it is found that customers of all demographic profile are more or less agreed for the numerous customers engagement strategies discussed in the study besides for one or for which

they may be particularly disagree together with host a live chat and create a game. As far as overall importance or ranking given by customers to various strategies under consideration is concerned, it is found as per overall mean that SMS service alert is given first rank by the customers or is found as the most preferred strategy. Whereas, host a live chat is considered as the least important strategy as per the response given by the customers. Thus, in order to engage customers with the brand and gain a competitive advantage, marketing professionals should focus more on employing innovative customer engagement strategies as well as know the most influential variables driving customer engagement

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