

The Antecedents of Customer-to-Customer Interaction to Brand and Communication Strategy: A Marketer's Perspective

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Abstract : Brand-to-customer (B2C) engagement has been well established through the traditional platform such as direct sales, advertising, customer service center, customer hotline as well as brand usage experiences. Increasingly, interest to B2C has evolved to include customer-to-customer (C2C) interaction analysis aligned with the vast growth of web 2.0. Hence, discussion on C2C interaction and brand strategy have captured social media as it enables brands and C2C interaction to be connected in various ways, providing opportunities for marketers to shape their brand engagement strategy while reaching C2C as the targeted outcomes. The objective here is to provide a preliminary review of C2C interaction consisting the antecedents and consequences while highlighting areas of research interest within the context from marketers perspective and the business outcomes. This paper discusses how C2C interaction defines marketers' brand and communication strategy and how social media trend shapes the strategy when promoting the awareness of life insurance industry and educating the target market.

Keywords : social media, brand engagement, customer interaction, customer engagement, brand strategy, life insurance

Conference Title : ICE 2015 : International Conference on Education

Conference Location : Singapore, Singapore

Conference Dates : January 08-09, 2015