

Investigating Customer Engagement through the Prism of Congruity Theory

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Abstract : The impulse for customer engagement research in online brand communities (OBCs) is largely acknowledged in the literature. Applying congruity theory, this study proposes a model of customer engagement by examining how two congruities viz. self-brand image congruity and value congruity influence customers' engagement in online brand communities. The consequent effect of customer engagement on brand loyalty is also studied. This study collected data through a questionnaire survey of 395 students of a higher educational institute in India, who were active on Facebook and followed a brand community (at least one). The data were analyzed using structure equation modelling. The results revealed that both the types of congruity i.e., self-brand image congruity and value congruity significantly affect customer engagement. A positive effect of customer engagement on brand loyalty was also affirmed by the results. This study integrates and broadens extant explanations of different congruity effects on consumer behavior-an area that has received little attention. This study is expected to add new trends to engage customers in online brand communities and offer realistic insights to the domain of social media marketing.

Keywords : congruity theory, customer engagement, Facebook, online brand communities

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