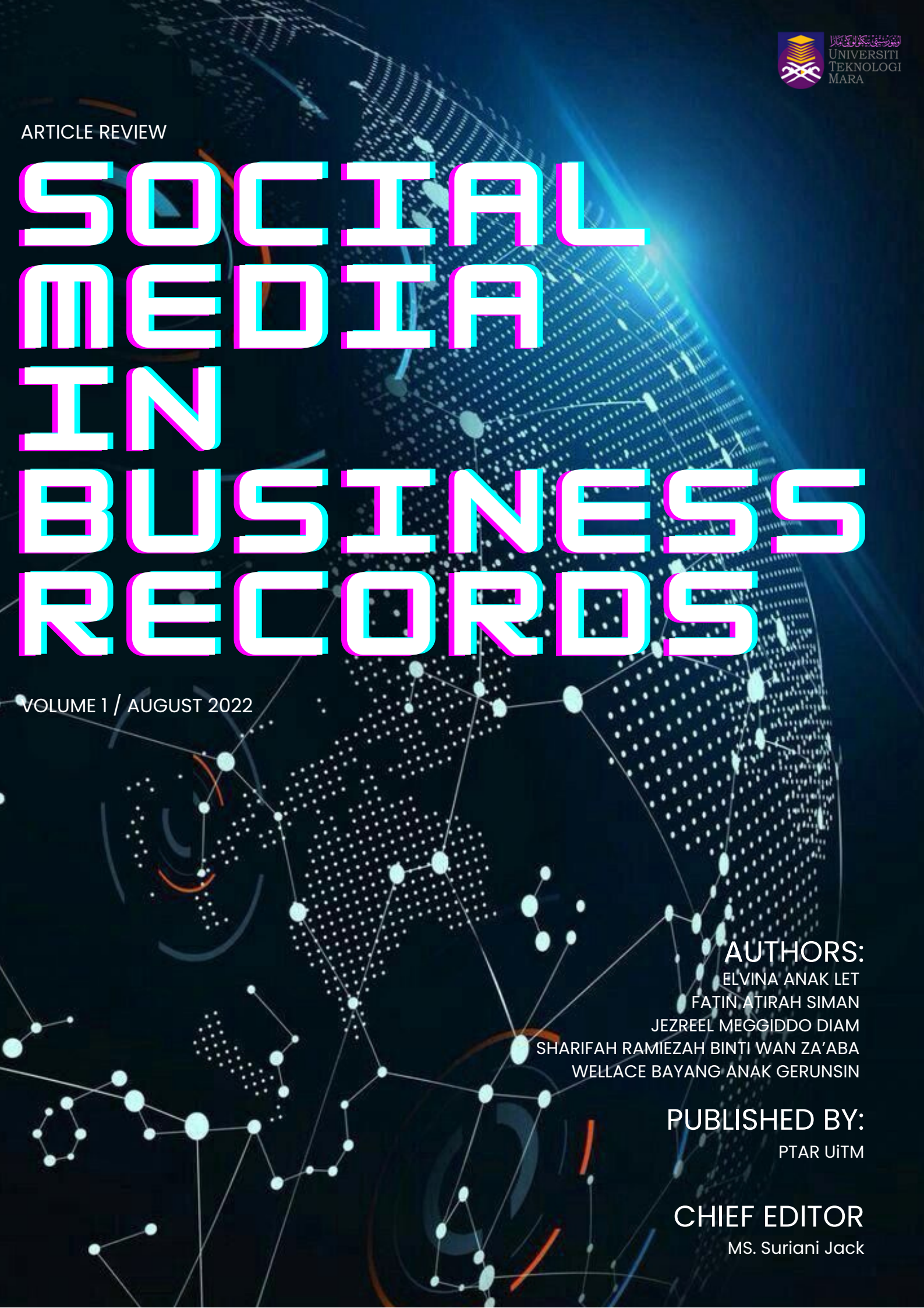

ARTICLE REVIEW

SOCIAL MEDIA IN BUSINESS RECORDS

VOLUME 1 / AUGUST 2022

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CHIEF EDITOR
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MANAGEMENT OF BUSINESS RECORDS (IMR652)

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EDITOR'S NOTE

MS Suriani Jack
EDITOR IN CHIEF

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

Lots of Love,

Suriani Jack
Chief Editor

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SOCIAL PRESENCE AND CUSTOMER BRAND ENGAGEMENT ON FACEBOOK BRAND PAGES.

JEZREEL MEGGIDDO DIAM
MS Suriani Jack

INTRODUCTION

This paper studies the relationship between PSP and CBE in a corporate Facebook environment, providing insights into how PSP influences CBE, which can enhance the customer's brand experience and contribute to brand perceptions.

OBJECTIVES

i. To increase Customer Brand Engagement (CBE) in brand communities to enhance the brand experience.

ii. To examine manager and user views of CBE and effects of Perceived Social Presence (PSP) on CBE in a corporate Facebook environment.

STATEMENT OF PROBLEMS

The research is not sufficiently expanded, and the generalization of the conclusions is constrained by the availability of data collected at a given area, as well as views and perspectives. In this context, future research could be expanded by conducting research in multiple locations and activity sectors to determine the importance of consumer, company, and social factors in forecasting social media brand engagement and related outcomes such as competitiveness, profitable growth, brand recognition, and purchasing intention. This is due to the fact that businesses and brands are developing multiple marketing applications and investing significant resources to connect with their customers on social media in order to develop loyal customers and purchasing intention. However, there is a scarcity of data on how social media affects brand loyalty and purchasing intentions.

LITERATURE REVIEW

Facebook brand pages may help spread brand recognition, particularly through regular word-of-mouth. One of the primary goals of a brand community is to increase client loyalty. The term "loyalty" refers to a person's "behavioural purpose to buy a certain brand of product and to urge others to do the same." The three pillars of brand trust are awareness, recognition, and knowledge. To reduce uncertainty, customers frequently opt to depend on well-known and trusted brands. Because of the inherent ambiguity in the modern consumer environment, brand trust is a critical problem. In the context of the social media brand community, research is not very common or conclusive. A brand community is a collection of people who are linked together by their shared love of a certain brand. Integration with the brand community can help it communicate information more quickly and impact community members' behaviour (Muniz and Schau, 2005). Customer involvement is the most significant part of marketing managers' social media initiatives. The relationship between consumer engagement and other relevant dimensions is poorly understood. Marketing academia is only now starting to offer advice on how businesses may utilize social media into their marketing communication strategies. CBE is made up of three elements: trust, commitment, and customer satisfaction. According to some study, trust is a result of customer interaction in virtual brand communities. When highly engaged customers acquire shared knowledge and information, CBE can emerge.

METHODOLOGY

Qualitative in-depth interviews are conducted with 18 users of corporate Facebook – i.e., those who visit corporate Facebook regularly – and four marketing managers whose companies operate Facebook pages. The industry is smart-information technology devices, and the cultural context is Thailand.

i. Data Collection

Judgment sampling was used to select initial user respondents, who were recruited via snowball sampling starting from a few contacts.

ii.Data Analysis

This research uses qualitative in-depth interviews. Small-sample qualitative research clearly cannot “prove” the model implied by the propositions in the way that large-sample quantitative data can statistically test formal hypotheses.

FINDINGS

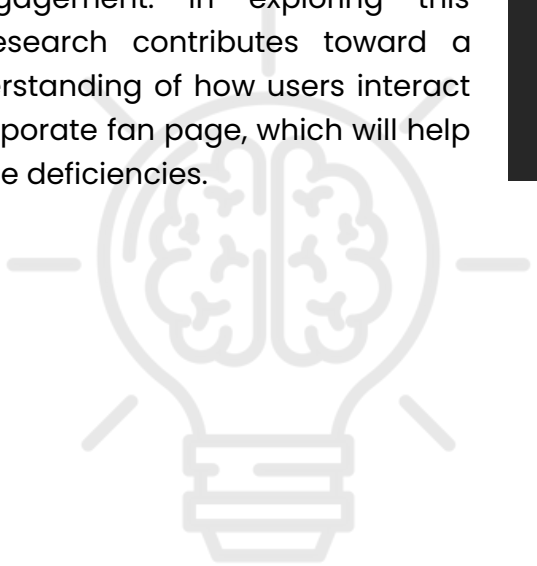
Corporate Facebook sites with high SP functions foster customer engagement on cognitive, emotional, and behavioural levels. PSP enhances product knowledge and encourages return page visits. Thus, CBE and PSP build brand trust and loyalty. However, managers may need to focus more on the nature of the brand community beyond the corporate Facebook page.

RECOMMENDATIONS

All of business interactions with customers, whether online and offline, are referred to as customer engagement. Customers should, in concept, feel and act favorably toward your brand as a result of such interactions which help in building brand trust and loyalty. To validate and generalize the findings, large-sample survey research will be required. When applied to various industrial contexts – such as food, fashion, or services – and to customers with different levels of experience, the findings may vary. Users of a business fan page may have more expertise with the product and social media than many other customers. Future research should seek to extrapolate the current findings to other customer groups and Facebook page scenarios. Other than that, businesses can use conversational marketing to their advantage. Customers' expectations are rising in line with the sophistication of digital marketing. The notion of a 9-to-5 store is no longer applicable. Customers want and expect to be able to communicate with brands and businesses whenever it is convenient for them. If a customer purchases an item online at 12 a.m. and has a difficulty with the payment process, they want it resolved as soon as possible. Some businesses cannot guarantee that level of engagement at all hours of the day, which is where conversational marketing solutions like chat bots come in handy. Chat bots are automated chat services that surface on the internet to assist customers with their interactions with a brand. They are built on artificial intelligence technologies that can imitate human communication patterns and provide realistic engagement experiences. Even if the customer is aware that they are conversing with a bot, they will not be bothered provided the communication process is efficient. What important is that the customer is cared for, which leads to engagement.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

A Facebook profile may help business in a variety of ways. One of the benefits of Facebook for business is, it is provided basic information about the business. The Facebook profile is a location where you may promote your brand, address, and phone number, as well as a brief description of your products and services. One may also talk about the employees, the company's history, or any other part of the business that is likely to interest other Facebook users.

CONCLUSION

As social media technology increases, marketers aim to engage customers in online brand communities to enhance the customer brand experience. One key to doing this well is knowing how to manage the customer relationship through social media engagement. In exploring this concept, research contributes toward a better understanding of how users interact with the corporate fan page, which will help reduce these deficiencies.