

RESEARCH PAPER

A theoretical perspective on consumer brand engagement

■ Shobha Pandey and Saurabh Singh

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ABSTRACT

Consumer brand engagement has a major impact on the output and the revenues of a company. Consumer engagement refers to a psychological state which is directed towards an engagement object. The engagement object can be of various types such as a product or a service brand, organisation, organisational entities etc. This paper presents a theoretical perspective of consumer brand engagement and its dimensions. Descriptive research design has been used to study the construct consumer brand engagement through secondary data. The research highlights consumer brand engagement as a context-dependent and multi-dimensional concept comprising affective, behavioural and cognitive dimensions. The positively valanced consumer engagement cause favourable affective, behavioural and cognitive brand related activities which led to increase in positive word-of-mouth and brand usage whereas negatively valanced consumer engagement cause brand-denial, rejection and negative word-of-mouth. Positively valanced consumer engagement can open myriad opportunities for the marketers whereas the negatively valanced consumer engagement can be detrimental for the brand. The paper also attempts to highlight the challenges in consumer brand engagement.

KEY WORDS : Consumer brand engagement, Dimensions, Multidimensional construct, Valanced

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Correspondence to:
Shobha Pandey, L.S.M. Govt. P.G. Degree College, Pithoragarh
(Uttarakhand) India
E-mail: shobha.orchid@gmail.com

Authors' affiliations:
Saurabh Singh, College of Agribusiness Management, GBPUAT,
Pantnagar (Uttarakhand) India