

IMPLICATIONS FOR BRAND CHOICE THROUGH CONSUMER ENGAGEMENT ON SOCIAL MEDIA PLATFORMS

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Abstract

Social media platforms have become a communication hub where information on brands is sought out and shared. The study seeks to determine what the implications are for brand choice through consumer engagement on social media platforms. The study followed an exploratory cum descriptive design and was cross-sectional in nature. Applying a quantitative approach, the study obtained feedback from 400 respondents, selected using a convenience sampling method. The electronic survey was made up of closed-ended questions that were analysed using MS Excel (2016). One of the key findings and original contributions the study makes is that users' activity on social media platforms is multidimensional. The dimensions revealed in this study are the preference, influence, surveillance, support, and engagement. One of the implications for brand choice indicates that social media has a substantial influence on consumers' decision-making when selecting a brand. Another implication is that social media elevates the brands choice through increased status and reputation emanating from consumer engagement. Moreover, organizations should join conversations on social media platforms to monitor and preserve the positive image of the brand and understand that social media has caused a power shift of the brand in favour of consumers.

Keywords: Brand choice, Consumer decision-making, Consumer engagement, Social media platform