Customer Engagement: Six Stages of Customer Edge

Mintu Gogoi¹ and Brajesh Kumar²

¹Research scholar, Dept. of commerce, Assam University, Silchar (India)
²Assistant Professor, Dept. of commerce, Assam University, Silchar (India)


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ABSTRACT
The present work aims to offer the mechanism for achieving customer engagement following a set of steps logically sequenced. Therefore, for the purpose, the study finds out the underlying parameters of customer engagement and classify them into some certain factors linked together in a sequential manner leading to the customer engagement. The exploratory research method has been adopted and a detailed literature has been reviewed as a primary method of investigation to get useful insight about the concepts. Consequently, the parameters of customer engagement can be explored as: Exposure, Awareness, Involvement, Attachment, Self-brand connection and Socialisation. The customer engagement practices can be measured through exposure, awareness, involvement, attachment, self-brand connection and intensity of socialisation levels. Furthermore, to understand the relationship of all the identified parameters of customer engagement, a conceptual model has been proposed.


REFERENCES


ABOUT THE AUTHOR(S)

**Mintu Gogoi**

Mr. Gogoi is a Ph.D. Scholar in the Department of Commerce, Assam University, Silchar and worked as a Professor (guest) at Future Innoversity, Guwahati campus. Earlier, he was engaged with The NIS Academy, a division of NIS Sparta Ltd. (A Reliance – Anil Dhirubhai Ambani Group Company) as an Assistant Professor. He has more than three years of teaching experience and eight research papers published in his credit. He can be reached at moon1285@gmail.com.

**Dr. Brajesh Kumar**

Dr. Kumar is working as Assistant Professor in the Department of Commerce at Assam University (A Central University) Silchar, Assam for last 7 years. Prior to joining this university, he worked in Mizoram University (A Central University) Aizawal in the same capacity. He has more than 9 years of teaching experience and has more than forty five research papers published to his credit.