


Chapter 10

Customer Engagement Through Social Media

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ABSTRACT

Customers are appealing to themselves through social platforms. Social media impressions are giving amazing results by keeping an eye on the total number of engagement levels through replies, likes, retweets, comments, and tags. So, this chapter's main objective is to analyze customer engagement through social media with bibliometric analysis. For this research, Scopus database was taken into consideration as a literature database. Scopus indexes from 2013 to 2023 are collected and with an initial 1000 papers found; from that, the authors shortlisted 110 papers as they fit perfectly for the analysis of customer engagement through social media.

INTRODUCTION

21 century is evolving rapidly. This era is converting old things into newer things by introducing newer concepts. These days marketing is getting great significance and buzzing because of the addition of online platforms hence, it is called “E-marketing”. Social media marketing is also the latest concept in marketing which uses social media platforms to promote a product or service. Many different kinds of platforms are available, enhancing this marketing as people have lots of platforms which help

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