

Abstract

As the growth of the digital advertising consumer brand engagement has been explored using the virtual interactions with the brand. There is a continuous discussion among the scholars to understand the impact of the consumer engagement on social media and how it impacts towards the business. Hence this study attempt examines the relationship between the consumer social media engagement on brand equity. On the other hand, there are conflicting views among the scholars about the level of involvement of Generation X and Generation Y on social media. Hence this study attempts to explore the generation cohorts moderating effect on such a relationship.

The study was designed as a quantitative study where the researcher collected a sample of four hundred respondents using a self-administered questionnaire. Based on the literature the researcher operationalised all the variables, and those were analysed using the Structural Equation Modeling. The researcher developed eight hypotheses, and all the hypotheses were accepted in the analysis.

The findings revealed that there is a relationship between the consumer social media brand engagement and brand equity. Also, the study found that generation cohorts are moderating the relationship between the consumer social media brand engagement. Further, the study revealed that Generation Y is more actively engaging on social media than the Generation X regarding cognitive and activation attitudinal components but, Generation X tend to have more affective commitment than the Generation Y.

This study examined the consumer social media brand engagement in Sri Lankan context in a broad theocratical lens of consumer relationship theory, and it facilitated key theoretical contributions in the stream of customer engagement in social media context by broadening beyond the behavioural attitude. By introducing generation cohorts as a moderating variable, this study proceeded beyond the existing literature of consumer relationship theory and gave a more holistic view.

The findings of the present study confirmed that the consumer social media brand engagement as a potential source of competitive advantage where the firms can use it as a source to build upon on the consumer relationship. The managers need to focus more on strategies to engage consumers more emotionally. In other words, the firms can achieve better results and benefits if they tend to maintain a proper customer

engagement on social media platforms because it will lead towards an improved consumer-brand relationship. This study enables the practitioners in the field of digital marketing to use different approaches to get more engagement from the different generational cohorts.