Research on Customer Engagement Behaviour in Consumer Community

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ABSTRACT: *with the rise of the relationship marketing model, the customer's role in the enterprise value creation has aroused great concern. The contribution of the customer to the enterprise has not only been limited to the purchase behaviour, but the senior customers can contribute to the marketing process, the consumption process and the delivery process. The existence of consumer community makes customer engagement behaviour more traceable. Therefore, this study explores the main motivation and influencing factors of customer engagement behaviour in the consumer community.*

This paper reviews the relevant theoretical research on customer engagement. Through the related literature and the combination of network media data, this paper summarizes the hypothesis of the influencing factors of customer agreement behaviour in consumer community from three aspects of customer individual characteristics, customer interaction and customer environment impact.We design interview outline and the questionnaire and then collect interview data.The interview data is analysed based on grounded theory. And questionnaire data is analysed based on descriptive statistics. Thenhypothesis is verified.We obtain a model of the influencing factors of customer fit behaviour in the consumer community.In the end, this article provides suggestions for companies to manage customer relationships from the perspective of these influencing factors.

KEY WORD: *Customer engagement behaviour, Consumer community, Grounded theory, Depth interview*

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I. INTRODUCTION

The essence of market competition is mainly to compete for customer resources. With the rise of the relationship marketing model, compared with attracting more potential new customers to buy products, companies focus more on maintaining extensive and close relationships with customers to make customers loyal to the company. In this situation, price is no longer the most important means of competition, and it is difficult for competitors to destroy the relationship between the company and customers. Therefore, companies no longer treat customers simply as marketing objects, but instead regard customers as their master control resources. Customers can contribute to the marketing process, consumption process and delivery process of the company, so they have become the value co-creator of the company and an important source of the company's competitive advantage[1].

Promoted by the establishment of online consumption communities by enterprises or third parties, these consumer behaviours have become clearer and more traceable. The online consumption community brings together a group of people who like the same brand where information exchanged between customers and between customers and companies.

However, in the online consumption community, customers are generally less sticky and only occasionally browse a consumption community. Therefore, the customers who have participated in the online consumption community for a long time deserve special attention. Usually, they have established a certain connection with the company and have a certain recognition of the company or product. This kind of customer-company engagement is a prerequisite for the continued good operation of the online consumption community, and it is also a prerequisite for realizing corporate value co-creation. Therefore, it is very important for companies to study the reasons why such customers are willing to continue participating in online consumption communities and their engagement behaviours.

Therefore, this study aims to track customer participation in online community and offline company related activities. We sort out the factors that affect customer engagement behaviour. This suggest companies better Identify customer needs to manage their customers effectively.

II. LITERATURE REVIEW

In recent years, with the emergence of new media and research on relationship marketing, customers have become more and more influential in the creation of corporate value. The Marketing Science Institute has paid more and more attention to research on customer engagement. There are more and more papers researching on customer engagement at home and abroad. Some progress has been made at this stage.

Among them, the research focus is mainly on the following three aspects. The first is the concept and dimension exploration of customer engagement. According to the definition of the American Marketing Science Institute (MSI), customer engagement is "the behavioural display of a customer to a brand or company other than transaction behaviour." The scholar Patterson believes that it is the customer's performance level of a certain company in terms of cognition, emotion and behaviour[2]. Vivek believes that customer engagement is the intensity of the customer's attention to the organization's products or services, and the intensity of participation in activities initiated by the customer or company[3]. The single-dimensional definition of customer engagement is mainly focused on psychological and behavioural research. Multi-dimensional definitions mostly cover the three dimensions of cognition, emotion, and behaviour. At present, scholars generally believe that customer engagement covers both psychological and behavioural aspects. Secondly, it also explores the pre-factors of customer engagement. Shao Jingbo and others study customer satisfaction, customer trust, social needs, and self-improvement that play a driving role in the formation of customer engagement behaviour[4]. Generally, the factors of customer, enterprise and external environment mainly affect customer engagement behaviour. The third aspect discussed the influence of customer engagement in value co-creation. Jian Zhaoquan et al. believed that customer engagement was the basis for realizing value co-creation, and promoted value co-creation through the process of psychological, behavioural and social factors[5]. In addition, some scholars have explored the relationship and influence between customer engagement and other similar concepts such as customer loyalty, customer relationship management, customer value, etc. but there are still few studies on the reasons for customer engagement behaviour in the background of actual consumption communities.

Domestic and foreign scholars have different perspectives to research customer engagement. But all related pre-factors need to be further studied in the future, with a clearer frame presentation. At the same time, how to collaborate online and offline to promote customer engagement also needs to keep exploring.

2.1 Definition of Consumption Communities

In the background of social media, the research mainly focuses on virtual communities. It is believed that virtual communities are established based on the common interests of the group. It is generally recognized that the classification of virtual communities is based on the needs of the groups. Virtual communities are divided into transactional communities, interest communities, fantasy communities and relational communities. These four types of communities are not mutually exclusive, and these needs can coexist. With the development of community marketing and the promotion of enterprises and third parties, consumption communities have become popular nowadays.

The concept of consumption communities was first proposed by American historian Daniel Boorstin. He believes that consumption communities are spontaneously established in the process of consumers deciding what to consume and how to consume. People in the same community not only have a common sense of belonging, but also show similar consumption behaviours. Tie Cuixiang and others believe that consumption community is a place where consumers can search for information and consume the goods or services they need, and businesses can publish and sell on the Internet[6]. Guo Ren and others believe that the network community is an aggregate based on interest identification. It needs active sharing and interaction of members to jointly create experience value[7]. Koh . J and others believe that the online community is a platform for corporation to gather users, understand users, and influence users based on brand and product characteristics, which breaking through time and geographical constraints in mobile Internet era[8]. Li Zhaohui and others believe that virtual brand communities are initiated by companies, brand enthusiasts, or third parties. The Internet as a medium. On the platform, groups who appreciate and love the same brand interact continuously with the brand as the core[9]. The American scholar GA Hillary made a comparative study of the existing definitions of the community and found that most of the definitions include three meanings: region, common bond, and social interaction, and believes that these three are necessary for the community. Therefore, people can at least grasp the concept of community from the combination of geographic factors (regions), economic factors (economic life), social factors (social interaction), and social psychological factors (identity consciousness and the same values in a common bond). That is, the community is regarded as a social group living in the same geographic area, with common consciousness and common interests.

In this study, based on the above concept of community, we believe that the characteristics of virtual consumption communities are similar to those of real communities. We believe that consumption communities are a collection and distribution centre for consumer groups. Everyone participates in it driven by a certain product, a certain interaction, or a certain topic. The community has broken through the geographical

restrictions compared with the traditional community. It is divided by people's recognition about the community's ideas, products, activities, etc. People in consumption communities feel they belong to the group strongly and have an interactive relationship, but the region is different. There is no physical contact in the virtual consumption communities.

2.1.1 Characteristics of the Consumption Communities

With the vigorous development of Internet technology, there are many representative consumption communities. According to the main positioning and functions, they can be divided into three categories: e-commerce consumption communities, information service consumption communities, and consumption communities sharing consumer experience. Some virtual consumption communities integrating these functions established by enterprises.

The virtual consumption community is of great significance to community members, enterprises, or owners of virtual consumption community platforms. In particular, the communities established by enterprises play an important role for both consumers and enterprises. For companies, it provides a platform to publish and promote products or services. For consumers, they can search relative information and express their opinions, and interact with each other. Companies can obtain consumer information through the platform, which helps companies to understand consumer behaviour and consumption trends timely, and facilitates companies to improve products and service quality. In addition, those who participate in the community are not necessarily the loyal customers of the company, but may only occasionally be "hangers" in the community activities. The consumption community is used to enable the company to establish long-term and lasting interaction with customers.

2.2 Research on Customer Engagement
2.2.1 The concept of Customer Engagement

At the beginning of the 21st century, the field of marketing introduced the concept of customer engagement, which first emerged in Western countries and began to practice in Western business circles. Companies such as Dell and Amazon have incorporated customer engagement management into customer relationship management. In academia, Customer engagement was mostly studied from the perspective of customer management. Scholars and major authorities continue to study the definition, the measurement methods and dimension of customer engagement.

So far, there is a general understanding of customer engagement, but a consensus has not yet been reached. The definition of customers in the corporate areas is that companies use marketing activities to drive customers to interact with the company or brand beyond the purchase behaviour, including verbal recommendations, blogging, commenting and other frequent online and offline interactions with the company. This kind of connection can enable customers to establish deeper, meaningful and long-term interactive communication with the company, which can increase the company's sales, profits and market share, and realize the co-creation of corporate value.

There are two types of academic definitions of customer engagement: single-dimensional and multi-dimensional. The single-dimensional focuses on two aspects respectively: psychological and behavioural. The psychological aspect refers to customer psychological process related to the enterprise during customer's interaction with the company. Behavioural aspects refer to the intensity of customer attention to the company and its products, reflected in a series of transactional and non-transactional behaviours, which can play a positive role in propaganda for the enterprise. Multi-dimensionality refers to customer cognition, emotion and behaviour in the process of positive interaction with the company except purchasing behaviour.

At present, most scholars recognize the multi-dimensional definition, because psychology and behaviour are inseparable. As customers have a deeper understanding of the company, they have a deeper psychological engagement with the company. Further, there will be more customer engagement behaviour, and behaviour affects psychology conversely.

2.2.2 Research on the influencing factors of Customer Engagement

Scholars have systematically studied the influencing factors of customer engagement, and some studies have put forward corresponding conceptual models to illustrate the driving mechanism of customer engagement.

For example, in the causal relationship of customer engagement proposed by Vivek et al., customer involvement and customer participation are considered as the antecedents of customer engagement from the customer level. The value of participation in the community as the result of customer engagement also play a driving role. Van Doorn et al. believe that three types of factors based on customers, enterprises, and the environment will directly affect customer engagement behaviour. At the same time, they also elaborated on the results of customer engagement from the customer level, enterprise level, and other levels, and how the results will affect the antecedents. Shao Jingbo and other studies believe that quality, customer satisfaction, customer

trust, social needs, and self-improvement play a driving role in customer engagement behaviour, while the individual characteristics of customers and the external environment have a certain effect on customer engagement behaviour. Ning Lianju elaborated on the influencing factors and results of customer engagement from the perspective of customers and enterprises, and constructed a driving mechanism model for customer engagement. The driving mechanism shows that factors driven customer engagement directly include corporate interaction orientation, incentive mechanism, management strategy, customer reciprocity, altruistic preference, satisfaction and loyalty. The value and benefit obtained by the company and the customer have an indirect influence on the customer engagement.

At the same time, there are some researches that have not gone deep into the driving mechanism, but have analysed the factors that may affect customer engagement behaviour. For example, Wang Gaoshan et al. researched that electronic service quality and customer engagement promoted each other. Electronic service quality refers to customers' perception and evaluation about online media such as virtual communities, shopping websites, social networking sites, etc. Wang Xiucun proved that customer emotionality and instrumental perception support positively affect customer emotional commitment and normative commitment, respectively. Both customer commitments have a driving effect on customer engagement behaviour. Among them, emotional support means that customers feel the support that the company respects customers, cares for customers and cherishes their contributions. Instrumental perception support refers to the customer perception that the company provides customers with information, skill training, tools and equipment.

In summary, based on the existing research, this paper researches on the influencing factors of customer engagement behaviour by focusing on the customer perception in the process of engagement with the company. We study from the following three perspectives. One is a personal perspective to study the factors of the initiative engagement between the individual and the company. Secondly, from the perspective of the enterprise, we explore the relevant perception that the company brings to customers. From the environmental perspective, the surrounding environment includes people around, network development and other factors that may affect customers. At the same time, it explores the value of customer engagement results to customers.

III. RESEARCH PURPOSE AND RESEARCHDESIGN

3.1 Research purpose
Based on the relevant theories of the above research, this paper proposes corresponding inquiry hypotheses from the following three perspectives, considering the individual characteristics of customers, the perception of customers affected by the company and the environment, and exploring the pre-factors affecting customer engagement behaviour. We mainly conduct qualitative analysis by studying the psychological state and participation behaviour of customers in the consumption community, and comprehensively build a framework model of the influencing factors of customer engagement.

3.2 Research design
By reviewing the existing literature results, it is found that there are many factors that affect customer engagement behaviour, and the conclusions drawn by the research will be different due to different research objects, products, industries, and community types, as well as whether it is a social media background, etc. Many of these factors are hidden. Therefore, in order to analyse the substantive customer motivation behind the customer's engagement behaviour, it is necessary to conduct in-depth research through qualitative research methods to obtain abundant information. Therefore, this research first uses the semi-structured interview method to obtain first-hand information, to understand the perception of the surrounding environment during the interaction with the enterprise. Then, using grounded theoretical methods in qualitative research, the collected interview materials are sorted, coded, analysed, and summarized. By extracting categories and concepts, the influencing factors of customer engagement behaviour are determined in different dimensions, thereby constructing a model of influencing factors of customer engagement behaviour in the consumption community.

3.2.1 Semi-structured interview
In clarifying case study interviews, the intention is to discover what happened, why, and what it means on a larger scale. Clarifying case studies are expected to be extended to a wider process, discover the cause, explain or understand a phenomenon.

We take a responsive interview method. The core is to understand that the interviewer and the interviewee are in a relationship of mutual influence. The researcher establishes the general direction of the research, and the initial question is expressed in a very broad way, thereby giving the interviewee the opportunity to answer based on personal experience.

There are no specific requirements on the way and sequence of questioning during the interview, the way the interviewee answers, the way the interview is recorded, and the time and place of the interview, which are handled flexibly by the interviewer according to the situation.

3.2.2 Interview sample selection

When selecting the interview samples, it is considered that the research results should be typical. At the same time, the interviews should be practicable in practice and can be completed in a limited time. According to the definition of consumption community and customer engagement, the research objects of this study are mainly identified as electronic product customers such as Xiaomi, Huawei, Apple and other fan groups. The interview objects are mainly from classmates who is passionate about electronic products around, and fans in the Xiaomi Xi'an City Club, and the fan group of the pollen club in Xi'an. We invited group members to conduct online interviews. And some offline interviews are conducted when conditions permit. At the same time, more people are going to be interviewed through the recommendation of interviewees.

3.2.3 Interview outline and questionnaire design

The interview questions cantered on the basic situation of the interaction between the individual and the company, the main engagement behaviours, the personal characteristics, environmental factors, the motivation for participation, and the perception of customers in the process of closer psychological connection with the company.

At the same time, a questionnaire was designed to assist the interviews. The questionnaire cantered on investigating the motivations of the customer engagement behaviour, factors affecting most people, individual factors, and the main factors, etc.

IV. BASED ON GROUNDEDTHEORY RESEARCHAND DATA ANALYSIS

4.1 Grounded Theory

Grounded theory is a way of qualitative research, and its main purpose is to establish a theory based on empirical data. Researchers generally do not have theoretical hypotheses before the start of the research. They directly observe from the actual situation, summarize the experience from the original data, and then rise to the theory. This is a method of establishing a substantive theory from the bottom up, that is, searching for core concepts that reflect social phenomena on the basis of systematically collecting data, and then constructing relevant social theories through the connections between these concepts. Grounded theory must be supported by empirical evidence, but its main feature is not its empirical nature, but that it abstracts new concepts and ideas from empirical facts.

The operating procedures of grounded theory generally include following steps: 1) Concepts are gradually generated from data. 2) Data and concepts are constantly compared, and systematically generative theoretical questions related to concepts are proposed. 3) theories concepts are developed to establish the connection between concepts and concepts. 4) Data is systematically encoded. 5) Theories are constructed to obtain the density, variability and high integration of theoretical concepts. The step-by-step coding of data is the most important part of the grounded theory, which includes three levels of coding, namely the first-level coding (open login), the second-level coding (associated login) and the third-level coding (core login).

Through the collection of first-hand data, we have obtained abundant data suitable for customers. After collating the data, grounded theory methods will be adopted to carry out "open coding-spindle coding-selective coding" on existing materials.

4.2 Data Coding
4.2.1 Open Coding

Open coding requires researchers to have an open mind, without pre-settings and prejudices. The data collected firstly maintains an original presentation, and then to give it concepts. Finally, these concepts are recombined to form categories according to the principle of similarity.

Table 1: Category extraction results

Category	Subcategory	Concept	Examples of typical terms
Individual	Self-demand	Access to knowledge	I scan the information related to mobile phone, focus on professionals, and post for help.
		Satisfy interest	I concentrate on technology. There are more opportunities toparticipate in mobile phone test when I post your opinions on some tech posts. Keeping up with the trend makes me feel superior.
		Seek resonance	I look forward to like-minded people to discuss what they love.
	Objective factors	Enough time	It doesn't waste much time
		Knowledge reserves	I will leave a message when I see false information or encounter problems that I know
	Social needs	Reciprocity	Testing and answering questions for others will make they better understand Xiaomi's product, and they will also help me. I will be proud when others praise me.
		Responsibility	As an organizer, the responsibility must be to post in the community to increase activity. I joined a special group, which is equivalent to a senior fan,

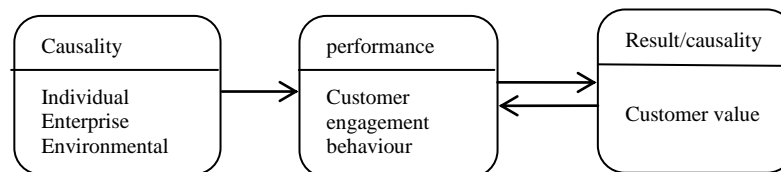|			and is responsible for participating in community activities.
Enterprise	Quality	Product quality	Xiaomi is cost-effective. The MIUI system is simple and their products pay more attention to detail, which are suitable for young people's trend. Xiaomi applied a self-developed processor.
	Approval	Brand recognition, corporate recognition, and corporate leadership recognition	The enterprise pursues the ultimate, full of exploration spirit, and innovative spirit. The decoration style of Mi Home is very simple and comfortable. Mr. Lei personally participated in the charity run, and his personal charm immediately conquered me.
	Enterprise support perception	Benefit support	I like some of the more interesting activities that will draw prizes online, and I can get products for free. If you are active in the community, you will get more petals, and you will get corresponding discounts when you buy products;Huawei is more supportive of college campus clubs, and the activities are more expensive.
		Technical support	The person in charge of the brand personally shares with us the principles of newly released products and mobile electronic products. Engineers answer questions one by one, which provide solutions to problems that may arise in daily use of the product and improve our knowledge of the product.
	Corporate commitment perception	Instrumental commitment	Everyone also put forward some suggestions on where to optimize products. Engineers use a notebook to record them one by one, promising everyone to improve later.
		Emotional commitment	The company acknowledges the gap and keeps catching up with learning. Greetings from Xiaomi are the biggest encouragement to our fans
Environment	Online community quality	Convenience, true information, and good atmosphere	The community is divided into different sections for everyone to communicate and query information quickly.It is not convenient to enter the web version of the community. I prefer to enter the mobile application, which is faster. The network environment of communities and forums will be much purer and the information will be more objective.The community atmosphere is very good and harmonious.
	Network development	Network convenience	I am always online and I like forums for test.
	Fan group	The fan base is active and like-minded	Xiaomi fans are more active and they like Xiaomi. They will make an appointment to go to Xiaomi's home to play with the latest products. They will also discuss and experience other brands of mobile phones, not limited to Xiaomi, but will expand to the technology circle.
Behavior	Customer engagement behavior	Participate in online communities	I visit the community once or twice a day and follow the company's dynamics in it. Sometimes I post comments on posts. I share my experience on the forums and share new product graphic posts. I hope that the community will become more popular and more people will participate.
		Participate in activities	I have participated in the trial of the latest products and written internal test reports. I have participated in the Huawei Club and the same city meeting. I have found some loopholes when using the product, and made some personal suggestions based on these loopholes.
		Social connection	New products will be mentioned to friends. Useful products will be recommended to friends. people around me are influenced by me and gradually come into contact with Xiaomi products.
Result	Customer value	Emotional satisfaction	It would be very happy to share with others. I bought two products from Apple, which are very commemorative as a collection. I am very proud of the brand.
		Demand satisfaction	I feel proud to buy the product the first time. Xiaomi products are a must for me
		Saving switching costs	I am used to using Xiaomi products, I don't know much about other brand.
		Realizing self-worth	It feels like working with the company to make this product develop in a good direction. When others affirm this feature, I can proudly say that this feature is my proposal.
		Self-improvement	I met some friends, and every offline event was like a gathering of friends. I got a part-time job. I had a great time playing at the event. I'm very happy that so many people commented on the post I posted

As shown in Table 1, according to the above methods, continuous advancement analysis of the interview data shows that the concepts become saturated, and 29 concepts are obtained. These concepts are further merged to extract 12 categories, which are self-demand, objective factors, social needs, quality, approval, enterprise support perception, corporate commitment perception, online community quality, network development, fan group, customer engagement behaviour, and customer value.

Self-demand means that customers can obtain the information they need from their own interests and desires while satisfying their own emotional needs. The objective factors are mainly individual knowledge reserves and time sufficiency. Social needs are the establishment and maintenance of contacts between individuals and society need. Quality is the customer's perception of the company's product (service), that is, the gap between the customer's expected quality of the company's product (service) and the perceived quality of actual use. In this study, approval refers to the customer's sense of identity brought by the facts related to the company. The perception of corporate support refers to the customer's perception of the extent to which the company provides customers with information, technical training, economy, and equipment. The perception of corporate commitment refers to the customer's perception of the company perception of promises for customers to establish emotional connections with products. Online community quality refers to the convenience of community electronic services, community information quality and environment, etc. Network development refers to the impact of the Internet on life. Fan groups refer to the impact of the atmosphere between customers. Customer engagement behaviour refers to the customer's other behaviours for the company besides buying. Customer value refers to the value brought to customers by customer engagement behaviour, including emotional satisfaction, demand satisfaction, self-improvement, and saving conversion cost, realization of self-worth, etc.

4.2.2 Spindle Coding

The spindle coding is mainly based on the open coding, identifying and establishing the relationship between various categories, and showing the organic connection of each part. Based on the research framework, it is not difficult to find that the influencing factors can be divided into three aspects: individual factors, corporate factors, and environmental factors. Individual factors include self-needs, objective factors, and social needs. Corporate factors include quality, approval, and corporate support perception and corporate commitment perception. Environmental factors include three aspects: online community quality, network development, and fan groups. As a manifestation, customer engagement behaviour has a causal relationship with these factors, and customer value is the result of customer engagement behaviour. At the same time, customer value can reversely promote customer engagement behaviour, and there is a causal relationship.
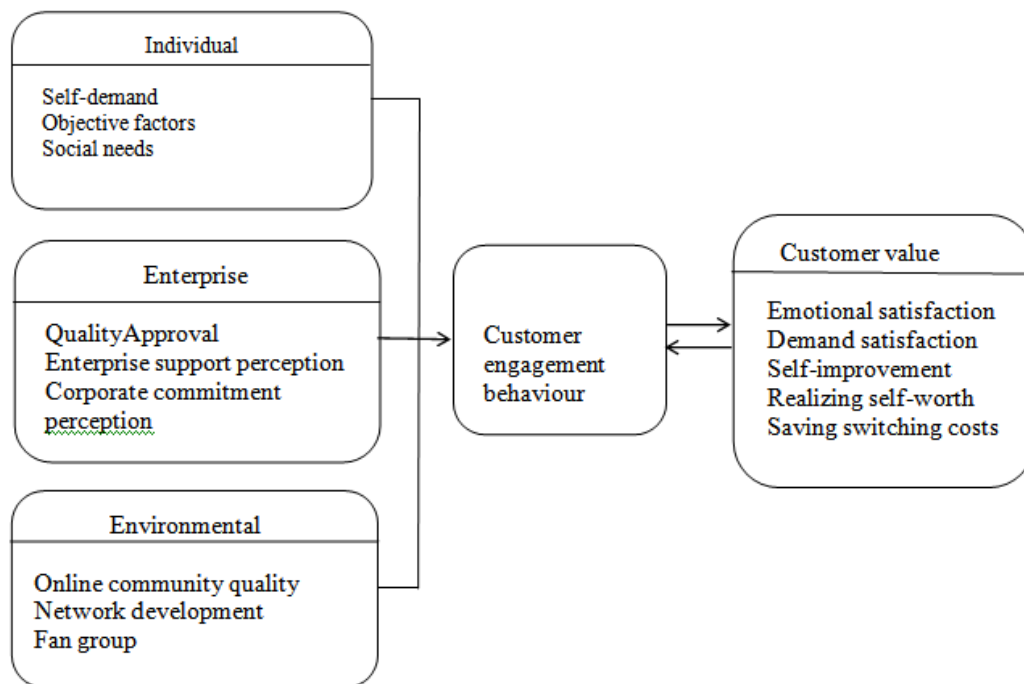
Figure 1:Relationship between categories

Causality	performance	Result/causality
Individual Enterprise Environmental	Customer engagement behaviour	Customer value

4.2.3 Selective Coding

Selective coding refers to the selection of a main category through systematic analysis among all the summarized categories. The main category must be dominant in comparison with other categories and be able to establish a relatively close relationship with other categories. In this study, the main category is customer engagement behaviour, and the remaining 11 categories are sub-categories. The logical connection between the main category and the sub-category is what factors may influence potential customers to become an engaged customer. After the customer comes into contact with the company or the company's products, if the product quality is greater than the customer's expectations, the customer will consciously pay attention to it. Customers will participate in online communities to meet their self-demand such as obtaining information, obtaining help, and satisfying their own interests. On the basis of satisfying objective conditions of knowledge storage and sufficient time, customers will have behaviours such as comments, sharing, etc. Customers need to contact others, and social needs arise. As customers' cognition continues to deepen, the stronger the identity of the company. Under the promotion of the enterprise, customers are likely to participate in offline activities. In the process of continuous interaction with the enterprise, the perception of enterprise support and enterprise commitment will promote the degree of customer engagement. At the same time, the convenience brought by network development, the atmosphere activity of other customers and the quality of the online community will have varying degrees of impact on customer engagement behaviour. After the customer engagement behaviour occurs, the rewards for customers are emotional satisfaction, demand satisfaction, self-improvement, self-realization, and conversion cost savings. These values to customers will also promote the occurrence of customer engagement behaviours. In summary, a model of influencing factors of customer engagement behaviour in consumption communities has been formed.

Figure 2: A Model of Influencing Factors of Customer Engagement in Consumer Communities

4.3 Descriptive statistical analysis

We implemented a qualitative analysis of the interview data based on the grounded theory and a descriptive statistical analysis of the questionnaire data. When calculating the data, we perform simple descriptive statistics on the relevant variables in the questionnaire. In this study, the age of samples is more concentrated in youth and adolescent groups, and the gender is mainly male. Firstly, it is necessary to conduct frequency statistics on the reasons for participating in activities and the reasons for online communities. Frequency refers to the number of occurrences of a variable, also known as the relative frequency.

The descriptive statistics of the sample structure are mainly the statistical analysis of the basic information of the questionnaire survey respondents, and the results are shown in the table below to count the basic conditions of the three variables of gender, age and favourite companies. The statistical result is that 95% of the users participating in the survey are males and 5% are females. There is a large gap in the ratio of males to females. The ages of the survey participants are mainly concentrated between 18 and 26 years old, accounting for 80% of the total number of users. For the favourite companies, Xiaomi enterprise fans account for 75%, followed by Huawei enterprise fans 15%, which is in line with the relatively mature Xiaomi enterprise community and is more representative for this research.

Table2:Sample basic situation description

Name	Option description	Frequency	Percentage （%）
Favorite company/brand/product	Xiaomi	15	75.0
	Huawei	3	15.0
	Others	2	10.0
Age	10-18 years old	3	15.0
	18-26 years old	16	80.0
	Over 26 years old	1	5.0
Gender	Male	19	95.0
	Female	1	5.0
total		20	100.0

The following table shows the specific situations of users participating in online and offline interactions in the sample, including the frequency of participating in online communities, the number of participating in offline activities, and the main behaviours of online and online activities. Among them, 70% have 1-5 interactions in online communities a day, and 15% have 5 times a day. In the statistics of the number of users participating in offline activities, 10% of users have participated in activities less than once, half of the samples have participated in 1-3 activities, and 40% of users have participated in activities more than 3 times. The sample are basically more engaged customers. Regarding how to participate in corporate interactions, 90% of the sample chose to discuss and exchange relevant information on social platforms. The proportion of

customers active in corporate online communities and participating in offline corporate activities accounted for 70%. At the same time, 60% of customers will recommend products to the people around them.

Table3:the specific situations of users participating in online and offline interactions

Name	Option description	Frequency	Percentage（%）
Frequency of participation in online communities	Less than once a day	3	15.0
	1-5 times a day	14	70.0
	More than 5 times a day	3	15.0
Number of participations in offline activities	Less than once	2	10.0
	1-3 times	10	50.0
	3 times or more	8	40.0
Online and offline interaction	Active online community	15	75.0
	Participate in offline activities	15	75.0
	Share and discuss relevant information on social platforms	18	90.0
	Recommend to people around	12	60.0

The following table shows the influencing factors of customer participation in corporate interaction, including personal perspective factors, corporate perspective factors, and environmental perspective factors. Among them, the reasons for enthusiastic participation in corporate-related activities, personal initiative reasons account for the largest proportion of 90 %, half of the people are affected by the company, and a small number of people are affected by the surrounding environment. From the perspective of individual factors, social needs and self-improvement account for 75%, followed by personal interests for 65%, and time for 40%. From the perspective of corporate factors, both the support and attention of the company and the satisfaction of the company's products account for 85% of the sample, followed by the company's customer trust accounted for 75%. Finally, from the perspective of environmental factors, interaction with other people in the community is the most important, accounting for 90%, followed by the convenience of the network accounting for 65%, and finally the perception of community experience accounting for half of the sample. Therefore, in summary, customers' enthusiasm for participating in enterprise-related activities is mainly the result of personal considerations, and the specific main factors in personal factors are customers' self-improvement and social needs. Among the corporate factors, the quality of the company's products makes customers satisfied as well as the customer's perceived corporate support and attention are the main factors that affect customers. Among the environmental factors, interaction with other people in the community is relatively more important for customers.

Table4:the influencing factors of customer participation in corporate interaction

Name	Option description	Frequency	Percentage（%）
Reasons for participating in company-related activities	personal reasons	18	90.0
	Affected by the company	10	50.0
	Affected by the surrounding environment	5	25.0
Personal perspective	Social needs	15	75.0
	Self-improvement	15	75.0
	Personal interest	13	65.0
	Plenty of time	8	40.0
Corporate perspective factors	Enterprise support and attention	17	85.0
	Enterprise products satisfy me	17	85.0
	Business makes me trust	15	75.0
Environmental factors	Interaction with others in the community	18	90.0
	Network convenience	13	65.0
	Good community experience	10	50.0

V. ANALYSIS CONCLUSION

The goal of this research is to address the social reality, put forward relevant hypotheses based on the literature review, conduct qualitative research and analysis, summarize the results of the research, and be able to put forward suggestions and solutions to the problems that arise, and then sort out the research shortcomings and prospects for the future.

The main interviewees of this research are customers who engaged with the company, so the research influencing factors are mainly based on the perception of customers. Influencing factors have a driving effect on the formation of customer engagement, and while the customer engagement is produced and continued, it also

brings value benefits to customers. The value benefits obtained by customers will also affect themselves, and further promote the generation and deepening of customer engagement.

The factors influencing customer engagement in consumption communities proposed in this study include individual factors, corporate factors, environmental factors, and customer value driving factors. Through analysis, this study defines the composition of each influencing factor. The main conclusions are as follows.

The composition of individual factors is mainly self-needs, social needs and objective conditions. Self-needs include the needs of customers to acquire knowledge, satisfy their own interests, and seek resonance. They will actively participate in online consumption communities to browse and obtain the information they want in a targeted manner. They can also resonate emotionally. Social needs include reciprocity and responsibility. It is inevitable for customers to interact and socialize with the company and the society. Reciprocity means that customers will be caring about others in the process of contacting others. Customers will recommend word-of-mouth from people around them. At the same time, research has found that if customers are collectively entrusted with responsibility and trust, they will also promote their customer engagement behaviour. Other conditions include sufficient time and knowledge storage, so that customers have the conditions to help others and participate in interactive activities.

Enterprise factors are mainly the quality of the company's products, the recognition of the company, the perception of support for the company, and the perception of commitment to the company. The core of an enterprise is the product. Satisfaction with the quality of the enterprise's products is the main reason why customers have a good impression of the enterprise, and it is also the main driving force for customer engagement. The identification of the company, including corporate culture, corporate management level, etc., is also a part of customers that will pay attention to when they understand the company, which has a certain impact on customer engagement. The enterprise's interest support for customers and technical guidance and support will more attract customers to participate in the interaction. In the meanwhile, the company's acceptance of customer opinions and suggestions, and emotional promises will positively motivate customers to continue to make suggestions and focus on supporting the development of the company.

Environmental factors include network development, other customers, and the quality of online communities. The development of the Internet makes it easier for customers to learn about corporate information through various channels. Other customers who are more active or like-minded will also strengthen the relationship between customers and other customers. There is also the quality of online communities, including the convenience and speed of community use, the quality of community information, and the community atmosphere will all affect customers' enthusiasm for participating in online communities.

These three aspects together affect the customer engagement behaviour. At the same time, the customer value brought by customer engagement behaviour includes self-improvement, emotional satisfaction, demand satisfaction, conversion cost saving and self-realization. These customer values also play a role in promoting customer engagement behaviour.

VI. MANAGEMENT ADVICE

This article establishes a theoretical model of the influencing factors of customer engagement behaviour in the consumer community. There are multiple factors from the personal perspective, the corporate perspective, and the environmental perspective. Therefore, the following suggestions for corporate management are mainly proposed from the following aspects:(1) Enterprises should provide high-quality products and services, enhance corporate brand image, and strengthen corporate culture publicity.(2) Companies should strengthen their support and commitment to customers. In online communities and offline activities, companies can strengthen interactions with customers, such as providing customer benefit support, explaining product principles to customers, sharing product technology, and answering customer questions. In addition, the company maintains a fast and efficient connection with customers, can respond to customer feedback suggestions and opinions in a timely manner, and fulfils its promises to customers, which promotes customer engagement.(3) Enterprises should strengthen the construction and improvement of online consumer communities, and focus on improving the value of communities to customers. One is to establish various modules to meet the needs of customers to obtain various types of information. High-quality information is easier to attract customers to be active on the platform for a long time. The second is to gather like-minded customers to form a social circle. Therefore, it provides an interpersonal basis for customers to help each other and stimulate customer resonance with brand. The third is to give some senior customers the identity, which can strengthen their sense of responsibility to serve the community. Proper management of customer interaction can create a pure and harmonious community environment. Finally, companies can also use rewards to encourage customers to participate in online and offline activities. Customers who reach a certain level of activity in the community can give product discounts and other rewards.

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