

The role of customer engagement in provoking customer buying behavior

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Abstract

The current study aimed to shed light on the role of customer engagement in provoking the purchasing behavior of a sample of customers and persuasive representatives of mobile phone companies and stores in the Middle Euphrates region, consisting of (115) customers. The purchasing behavior variable includes five main dimensions (product advantage, brand name, social impact, demand, and price), while the customer engagement variable includes five dimensions (excitement, interest, absorption, interaction, and identity). For the purpose of achieving the goal of the study, a questionnaire was adopted to collect data related to the study variables, and then analyzed them by adopting some statistical methods such as (arithmetic mean, standard deviation, linear correlation coefficient, simple coefficient and regression coefficient). The statistical program (SPSS.V.25) and the program (Amos.V.25) were used to analyze the data, and a set of conclusions were reached, the most prominent of which was the existence of a correlation and effect between the study variables (purchasing behavior, and customer engagement in conclusions), based on to it, and a set of recommendations were presented, the most important of which were ()

Keywords: purchasing behavior, customer engagement.

Introduction:

Most organizations today pay great attention to their customers and their satisfaction with the products and services they provide, and perhaps this is due primarily to the increased awareness of organizations that the customer represents the organization's means, purpose and justification for its survival and continuity, and that its efficiency depends to a large extent on its response to his needs and desires, and its ability at the same time To achieve his satisfaction and provoke his purchasing behavior.

In light of the competitive environment in which these organizations operate, and the increase in customer awareness and awareness, the necessity arose to innovate and develop new ways to try to engage the customer, in order to provoke his purchasing behavior.

On the other hand, organizations that allow the customer to participate with their customers, and provide them with the opportunity to present new ideas regarding marketing methods or choose products or services to be presented to the market, can achieve a competitive advantage over those that follow the traditional method in the process of producing the product or providing service, and does not allow the participation of its customers.

The traditional methods of marketing practices are of limited effectiveness, given the rapid changes in the marketing environment, which prompted many companies to search for marketing concepts and modern methods that led to intellectual and cognitive developments, including the variables adopted in our current study represented by the independent variable, customer engagement, which was defined as A way to help the company communicate, interact and collaborate with the customer to help it gain a competitive advantage, build customer insights and fulfill their needs. And the dependent variable is the purchasing behavior, which is defined as the behavior shown by the consumer or the decision he takes about whether to buy or not.

The first axis is the research methodology

1- Research problem:

A - The intellectual problem of the study

The problem of the study is reflected in the ability of the studied sample to provoke purchasing behavior using customer engagement.

Here, many intellectual questions can be put to the study of my agency.

- What are the intellectual foundations for the variable purchasing behavior and its dimensions?
- What are the intellectual foundations of the customer engagement variable and its dimensions?

B - the field problem

The companies in the study community face great challenges, including the inability of customers to distinguish the preferred brand, which indicates a lack of awareness among customers about that brand. From the foregoing, the current study attempts to bridge the knowledge and application gap to understand and explain the relationship by formulating a main question to the effect (Can the relationship between customer engagement and purchasing behavior be explained) and the following sub-questions emerge from it:

- A - Is there an effect of customer engagement in purchasing behavior?
- b- What is the level of variance in the purchasing behavior of customers towards the company?
- C- What is the nature of the relationship between customer engagement and purchasing behavior?

2- Research goals

- A- Identifying the extent to which the customer's participation affects the consumer's behavior.
 - b- Attempting to understand consumer behavior and the various factors affecting it.
 - c- Description and analysis of consumer behavior patterns and the extent of their responses to the influences of customer engagement.
 - d- Activate the promotional strategies adopted by the institution in arousing consumer behavior.
- C - Demonstrating the importance of the customer's participation in the success of the marketing policy of the institution under study.

3- The importance of the study:

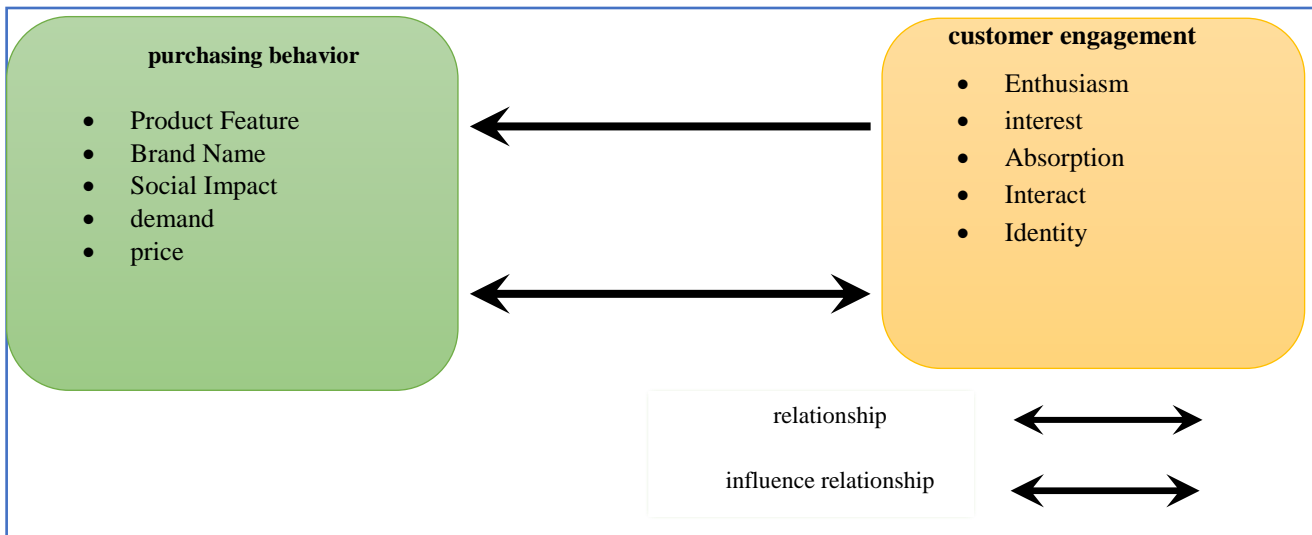
- A- The importance of the sales promotion policy in the organization in the face of the competitive environment and the state of uncertainty.
 - b- Attempting to add a new reference to the library to assist researchers in this field related to the study of consumer behavior.
 - C - The importance of studying the impact of customer engagement on provoking consumer buying behavior.
 - d- Demonstrate the attention that the surveyed organizations pay to consumer behavior in order to pave the way for developing strategies to push the consumer to purchase their products.
- C- The critical importance of the customer for organizations, which is the main determinant of the success or failure of marketing policies or strategies.

H - The importance of the sales promotion policy in the organization in the face of the competitive environment and the state of uncertainty.

4- Tools for collecting data and information

For the purpose of completing the requirements of completing the theoretical aspect of the research, the researcher relied on Arab and foreign references such as books, studies, letters, scientific thesis, publications, periodicals and research related to the research, as well as making use of the international information network (Internet). On the other hand, the researcher relied on the field research to collect data on the sample by adopting the questionnaire as the main means of collecting data and information and being the most consistent means with the current research.

5- The scheme of the hypothetical study



6- Research Hypotheses

To complete the requirements of the research and in order to answer its questions, the following hypotheses were developed:

A - There is a statistically significant correlation between customer engagement and purchasing behavior.

B - There is a direct, statistically significant effect between customer engagement and purchasing behavior.

7- The research community and its sample

The study population represented the customers of companies, stores and mobile phone centers in the Middle Euphrates region. The study sample consisted of a random sample of customers of companies, stores and mobile phone centers in the Middle Euphrates region, who numbered (115) customers, as the number of questionnaire forms distributed to the study sample was (115) forms. Only (100) questionnaires were approved for their validity for analysis, and the rest were left either because they were not returned or because there was a shortage in them, meaning that the recovery rate reached 87%.

The second erasure is the theoretical side

First: customer engagement

1- The concept of customer engagement

The word partnership goes back to the French word (en + gage), which refers to a pledge of one's commitment and loyalty towards the company, managers and co-workers (Marciano, 2010:40), in addition to this (William A.Kahn, 1990) who was the first to introduce the term partnership (Kahn). , 1992:322; Khurape et al., 2019:19),

which he defined from the standpoint of personal participation as directing company members to participate in achieving the company's goals by expressing them behaviorally, cognitively and emotionally with the aim of building a clear perception among service providers in order to maintain Customers (Kwon& Park, 2019:2).

The concept of customer engagement has emerged as an important anchor in market research over the past decade (Tonder & Petzer, 2018:2 ; Rather et al., 2021:1), participating customers show greater satisfaction, loyalty, communication, emotional bonding, and trust toward brands (Brodie et al., 2013:105)). And (Omar et al., 2017:2; Harrigan et al., 2017:598) showed that customer engagement represents interactive experiences that depend on cognitive, emotional, and behavioral dimensions.

Another trend believes that the concept of customer engagement emerged from knowledge about the phenomenon of the active presence of the customer in the value creation process, which is one of the components of relationship marketing, as the customer is ready to build a relationship with an efficient and reputable organization, especially in order to build value with the company, and thus The customer's participation is in line with the service provided by the company, as the issue of customer engagement is an important basis for creating value for customers by building a purposeful joint relationship to meet the requirements, needs and desires of customers (Żyminkowska et al., 2017:154).

Defining customer engagement

A psychological state that occurs as a result of customers' interactive experiences with the company's goals (Rather et al., 2021:2). It is also defined as a business situation in which customers are in a state of physical and emotional participation in their dealings with the company (Weideman & Hofmeyr, 2020:7).

2- The importance of customer engagement

The importance of customer engagement can be highlighted in the following points:

(Harmeling et al., 2018:308; Kunz et al., 2017:165; Prentice&Loureiro2018:325; Brakus et al., 2009:52; Jang et al., 2018:252; Itani et al., 2019:78; Li et al., 2020:184; Peeroo et al., 2019:6

a- Enhancing the ability of customers to contribute to innovation, value and brand creation.

B - Contribute to the success of the company by identifying the needs and desires of customers.

C - Customer engagement brings benefits to the organization in that it enhances joint production and shared value to the customer.

D- Participation in establishing the experience and value of customers.

C - An important basis for achieving success in the market and business.

3- Dimensions of customer engagement

A - enthusiasm

Enthusiasm refers to the passion and desire of customers to provide as much cooperation as possible with workers in service provision (Budiono & Yasin, 2020:3769). Enthusiasm represents high effort, flexibility, willingness to invest effort in the job and the ability to complete tasks with high efficiency and effectiveness (Ariani, 2013: 47).

b- attention

Customer engagement enhances the relationship with customers, which generates a feeling of the company's interest in them, and thus participating customers show enhanced loyalty to customers and achieve customer

satisfaction, empowerment, communication, emotional bonding, trust and commitment with the company, as well as improving the company's revenues and profits (Aluri et al., 2019:80)

C- Absorption

Absorption refers to service providers who are deeply involved and fully focused during the implementation of tasks (Milhem et al., 2019:46). Absorption expresses a positive mental state that reflects the state of service providers during the service meeting on the absorption of the customer in order to achieve his needs and desires (Baran & Sypniewska, 2020:4)

C- Interaction

Interaction refers to the extent to which customers participate in the company's activities alone, as customers can talk with their peers about the quality of service provided by service providers, and enjoy interaction with customers like them and take care of them (Van Tonder & Petzer, 2018:10)..

c- identity

Identity refers to the customers' perception of the value of their belonging to the company, as the customer sees that his self-image is overlapping with the brand's image at the company's level of presentations (Rather & Sharma, 2017:4). (Afsar et al., 2018:906; Tufan & Wendt, 2020:180) believes that identity often plays a prominent role in the lives of customers, it is reasonable to assume that the company, the department, and even the work teams represent mechanisms that service providers must identify, which contributes to improving Customer perception of the quality of services provided, which encourages them to belong to it.

Second: - buying behavior

1- The concept of purchasing behaviour

(You & Kim, 2018:2221) defines purchasing behavior as the attitude of customers to frequently and continually using a product or service when they are satisfied with the product or service. (Sung, 2017:25) believes that purchasing behavior represents the activities of individuals purchasing products that reflect the individual's aesthetic preferences and tastes, display his individual personality, and do not necessarily follow the latest trends. (Abd Rahman et al., 2018:295) indicates that purchasing behavior is the decision-making process and consumer procedures in purchasing products, and therefore the consumer's purchasing behavior is clearly defined as how the consumer displays his behavior and how he behaves to buy products or services that include the search process and purchase, use, evaluation and disposal in order to meet their needs.

(Harahap et al., 2017:30) concluded that purchasing behavior is the decision-making process about purchasing products. Chokenukul et al., 2018:1; Saraiheen & Dalgin, 2018:15), which includes deciding what to buy or not to buy. (BUYING, 2019:9) indicated that consumer buying behavior represents a group of activities that include the purchase and use of goods and services that resulted from customers' emotional and mental needs and behavioral responses.

Emami-Naeini et al., 2019:2) defines purchasing behavior as the set of decisions that customers make and the actions they take when purchasing and using a product. (Siddique, 2017:10) sees buying behavior as the investigation of actions that customers or groups choose, buy, use, or ignore items, departments, ideas, or encounters to satisfy their own needs and desires. And (Nadila & Usman, 2020:1) that buying behavior is the buyer's decision about which brand to buy.

Purchasing behavior is defined as the behavior that consumers exhibit during the search, purchase, use, evaluation, and disposal of goods and services, as they assert that consumers expect the behaviors to meet their needs. Consumer behaviors also focus on how individuals make decisions to spend their available resources on materials related to consumption (Fan, 2015:89).

2- The importance of purchasing behavior

A - The consumer's purchasing behavior reflects the extent of consumer satisfaction with the products offered.

B - The purchasing behavior reflects the mental image of the consumer towards the offered products.

C- Consumer interest in the organization's products through differentiation between several products and for different organizations (Al-Dulaimi, 2014:228).

3- Types of consumer buying behavior

The types of consumer buying behavior are represented in several important types that are reflected in (Salih, 2015:188-189):

A- Purchasing behavior looking for diversification and change: It refers to the technological developments that occur in the company's products through making modifications or introducing new products.

B- Purchasing behavior towards modern technology: It refers to the new information that the organization enters into its internal operations, as well as seeking to collect all new information in order to obtain the best response from the customer.

C- Repeated purchase: It refers to the consumer's excessive purchase of the product in periodic stages and for more than once, which indicates the excessive consumption of the consumer in obtaining the greatest benefit from the products provided by the organization.

D- Interfering buying behavior: This type of purchasing is represented in the individual's interference in the quality of products and the purchasing conditions that he practices, as they are reflected in the interest in the organization's products and the importance and benefits they add to the consumer.

4- Dimensions of purchasing behavior

A- Product feature

Product advantage is the extent to which the new product offers unique advantages and its superiority over competing products (Heimonen & Kohtamäki, 2019:164)), as the product advantage represents one of the important indicators of developing new products in a better way than competitors (Sugiyarti & Ardyan, 2017:1).

b- Brand name

A trademark is defined as "a name, term mark, symbol, design, or group of elements intended to identify and differentiate the goods and services of one seller or group of sellers (Situmeang & Sitorus, 2017:3). A trademark is defined as "a name, term, or A mark, symbol, design, or combination thereof intended to identify the goods and services of a single seller or group (Godsey et al., 2020:968; Tran et al., 2020:2053)

C- Social influences

Social impact refers to the behavior that the service provider has to produce compared to organizational outcomes (Flaherty et al., 2017:7).

w- demand

Demand refers to the gap between the product and the production capacity of the company, and this is the result of marketing fluctuations and the erratic economy (Gorokhova & Lukash, 2015:184)

c- price

H- The price represents the cost paid to the organization, as well as being the second element in the marketing mix, as the organization's ability to determine the appropriate price for the product it offers will motivate customers to pay the value of this product in order to obtain it, and therefore this price determines the value of the product and performance and the functions it provides (Sharma, 2011:152),

The third axis: the practical aspect

First, coding and characterization

Analyzing the data easily and credibly, and extracting accurate results requires expressing them with a set of symbols that facilitate the statistical analysis of the data included in the analysis, **and the table () shows the description and symbolization of the variables and dimensions of the study.**

Schedule (1)

Coding and characterization of the study variables

T	Variables	Dimensions	Symbol	Paragraphs
1	customer engagement CUEN	Enthusiasm	En	5
		interest	At	5
		absorption	Ab	6
		interaction	In	4
		identity	Id	4
2	purchasing behavior PUBE	Product Feature	Pf	5
		Brand name	Bn	4
		social impact	Si	4
		the demand	De	5
		price	Pr	4

The source was prepared by the researcher

Second, confirmatory factor analysis

Second: General Statistics

Some general statistics were defined to reveal their characteristics, such as arithmetic mean, standard deviation, and coefficient of variation.

1- Customer engagement variable

Table (2)

The results of the descriptive statistics for the customer engagement variable

Paragraph	Arithmetic mean	standard deviation	Variation coefficient	Relative importance
EN	4.06	0.544	13	%81
AT	3.90	0.857	22	%78

AB	3.85	0.835	22	%77
IN	3.60	1.150	32	%72
ID	3.50	1.068	31	%70
total	3.782	0.890	24	75%

Source: Prepared by the researcher based on the results of the program Amos vr.24

Table No. (2) shows the results of the descriptive statistics for the customer engagement variable, which is measured in five dimensions, where the total arithmetic mean of this variable was (3.782), the standard deviation (0.890), the coefficient of variation (24), and in the language of relative importance (75%). These statistical results indicate that a dimension has gained a high degree of importance according to the answers of the research sample members.

1- A variable of purchasing behavior

Table (3)

The results of the descriptive statistics for the variable purchasing behavior

Paragraph	Arithmetic mean	standard deviation	Variation coefficient	Relative importance
PF	4.05	0.616	15	81
BN	3.74	1.025	27	75
SI	3.92	0.717	18	%78
DE	3.90	0.836	21	78
PR	3.95	0.874	22	79
total				

Source: Prepared by the researcher based on the results of the program Amos vr.24

Table No. (2) shows the results of descriptive statistics for the variable purchasing behavior, which is measured in five dimensions, where the total arithmetic mean of this variable () and standard deviation (), the coefficient of variation (), and the language of relative importance (). These statistical results indicate that a dimension has gained a high degree of importance according to the answers of the research sample members.

Third: hypothesis testing

1- Testing the correlations between the customer engagement variable in its dimensions and the variable purchasing behavior

The statistical program SPSS vr has been used. 24 To find the correlation tables and their significance, and their results are summarized in the following table:

Schedule()

Correlation transactions and their significance between customer engagement and purchasing behavior

		Correlations					
		EN	AT	AB	IN	ID	CUEN
PF	Pearson Correlation	.868**	.656**	.841**	.730**	.752**	.834**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
BN	Pearson Correlation	.732**	.686**	.866**	.839**	.774**	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
SI	Pearson Correlation	.792**	.640**	.788**	.753**	.827**	.836**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
DE	Pearson Correlation	.802**	.779**	.825**	.880**	.855**	.918**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PR	Pearson Correlation	.724**	.628**	.808**	.746**	.758**	.809**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PUBE	Pearson Correlation	.860**	.754**	.918**	.882**	.880**	.947**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Prepared by the researcher based on the results of the program Amos vr.24

The study developed a key null hypothesis to test the significance of the association between the customer engagement variable with its dimensions and the variable purchasing behavior. This hypothesis is:

There is no statistically significant correlation between the customer engagement variable with its dimensions and the variable purchasing behavior

Through the results in the above table, it is clear that the correlation between the two axes reached a value of 0.947, and that the value of the corresponding significance was sig. It was equal to zero and therefore it is less than the significance level pre-determined by the study, which is 5%, and thus the null hypothesis was rejected and the alternative hypothesis was accepted, and we conclude that there is a direct correlation with a moral significance between the variable of customer engagement with its dimensions and the variable of purchasing behavior

2- Testing the effect of the variable of customer engagement in the variable of purchasing behavior

Schedule ()

Indirect Effect SEM Structural Modeling Equation Standards

		(Estimate)	S.E.	C.R.	P	
PUBE	<---	CUEN	.947	.029	29.295	***

Source: Prepared by the researcher based on the results of the program Amos vr.24

The above results indicate that there is a direct effect of 0.95, which is a significant effect below the level of significance of 5% for the variable of customer engagement in the variable of purchasing behavior, and the critical ratio for it is 29.295, which is a value of significant significance since the corresponding p-value is equal to zero and is less than The significance level is 5%. Thus, we conclude that there is a direct effect relationship that indicates that the increase in the value of the customer engagement variable by one unit leads to a rise in the purchasing behavior variable by 0.95.

Conclusions and Recommendations

Conclusions

1. There is a positive and significant correlation between the customer engagement variable with its dimensions and the variable of purchasing behavior
2. There is a direct and significant effect between the variable of customer engagement in its dimensions and the variable of purchasing behavior
3. The study showed that stimulating customers' purchasing behavior comes through their involvement, so organizations need to go to their customers.
4. The study showed that introducing new ways to engage customers that meet their aspirations leads to improving their response and stimulating their purchasing behavior by encouraging the study community to develop the capabilities of service providers to interact with customers and improve their service quality perceptions.
5. The study showed that determining the distinctive value based on the needs and desires of customers by involving them leads to improving the company's ability to estimate their needs and desires.
6. The study showed that the interest of companies, sales centers and stores, the sample of the study, to feedback to address their customers' complaints leads to building confidence that contributes to provoking purchasing behavior.

1. The companies, sales centers and shops in the study sample should strive to provide products that meet the needs and desires of customers and create value for them, which enhances customer satisfaction and loyalty.
2. The companies, sales centers and stores sample of the study should pay attention to providing high quality products compared to competitors, as well as engaging customers in order to provoke their purchasing behavior.
3. Companies, sales centers and stores, the sample of the study, should improve the performance of sales representatives in dealing with customers.
4. The companies, sales centers and shops of the study sample should improve their ability to deal with work problems and customer complaints in the shortest possible time.

5. The companies, sales centers and stores sample of the study should encourage the customer to purchase their offered products.

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