

The impact of Customer Engagement Marketing (CEM) on the influencing and co-developing engagement behaviours of customers

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Purpose – This research paper tests the effect of customer engagement marketing initiatives and its moderating factors on the influencing and co-developing engagement behaviours of customers in the retailing sector. The main CEM initiatives considered in this paper are the developmental CEM initiatives and influential CEM initiatives. Developmental CEM initiatives include product development input and communication platforms; while influential CEM initiatives include social media engagement and product reviews.

Design/Methodology/approach – Quantitative methods are used for the purpose of this paper where the between-subject factorial experimental design is applied to attain the main objectives of this paper. Online panel is used for the data collection where twelve scenarios are developed for each of the four experiments in the research and each scenario has 30 different subjects for each scenario ending up with 1440 participants.

Findings – The data collection for this research is still under progress (due to the large number required considering pre-tests and actual data collection), however, the findings will be presented in the conference by June 2019 for feedback before publication.

Originality/value – Customer Engagement Marketing (CEM) is a fruitful area for research (Pansari and Kumar, 2017), it refers to the “firm’s deliberate effort to motivate, empower and measure customer contributions to marketing functions” (Harmeling et al., 2017, p. 367). Previous research in the engagement literature focused its lens on the behavioural dimension of the engagement process, however, the planning process of the customer engagement from a strategic perspective requires attention and needs to be studied intensively in different sectors. This research adds to the engagement literature and focuses the lens on a different arena that will inspire future research.

Key words Customer Engagement Marketing – Influencing CEB – Co-developing CEB – Retailing

Paper type Research Paper

References

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