

Customer Engagement: Six Stages of Customer Edge

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ABSTRACT

The present work aims to offer the mechanism for achieving customer engagement following a set of steps logically sequenced. Therefore, for the purpose, the study finds out the underlying parameters of customer engagement and classify them into some certain factors linked together in a sequential manner leading to the customer engagement. The exploratory research method has been adopted and a detailed literature has been reviewed as a primary method of investigation to get useful insight about the concepts. Consequently, the parameters of customer engagement can be explored as: Exposure, Awareness, Involvement, Attachment, Self-brand connection and Socialisation. The customer engagement practices can be measured through exposure, awareness, involvement, attachment, self-brand connection and intensity of socialisation levels. Furthermore, to understand the relationship of all the identified parameters of customer engagement, a conceptual model has been proposed.

KEYWORDS: Customer Engagement, Customer Behaviour, Customer Satisfaction, Customer Loyalty, Self-brand Connection.

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