Enhancing E-Business Success: Unraveling the Effect of Customer Engagement on Customer Citizenship Behavior and Purchase Decisions in Pakistan

Muhammad Aqib Shafiq[1], Muhammad Ziaullah[2], Tasneem Kousar[3], Malik Abid Ali[4] and Qamar Abbas[5]

Abstract

This paper explores the association between customer involvement, commitment, participation and their influence on customer citizenship behavior, purchase decisions, as well as the mediating role of customer engagement, self-efficacy and brand loyalty. A quantitative research technique was used for this investigation. A survey was conducted among 450 customers in various industries. Data investigated through SPSS Version 26 and SEM (structural equation modeling) using Smart PLS Version 4. software. The results show that customer involvement, commitment, and participation positively impact customer engagement, citizenship behavior, and purchase decisions. Self-efficacy positively moderates the impression of customer engagement on customer citizenship behavior, while brand loyalty positively moderates the influence of customer engagement on purchase decisions. The results provide practical implications for organizations seeking to increase customer engagement, citizenship behavior, and purchase decisions. Organizations can improve customer satisfaction and loyalty by encouraging customer involvement and participation, building brand loyalty, and providing resources to enhance self-efficacy, leading to long-term revenue growth and success.

Keywords: Customer Involvement, Customer Commitment, Customer Participation, Customer Engagement, Self-Efficacy, Brand loyalty, Customer Citizenship Behavior and Purchase Decision.

Introduction

The internet's rapid development has led to a sea change in advertising. SMM is a comparatively recent development in the field of digital marketing. Using platforms like Facebook, LinkedIn, Instagram, YouTube, Twitter, MySpace, and WeChat to reach a broad audience is known as social media marketing (SMM) (Albanna et al., 2022; Carlson et al., 2021; Chatterjee and Kar, 2020; Garg et al., 2020; Ali and Asim, 2023). By providing a model powered by novel information for customers to connect, collaborate, and interchange knowledge as well as internet material, social media (SM) is currently widely utilized to eradicate brand-related reports and improve brand value (Adikari et al., 2021; Dubbelink et al., 2021; Ibrahim, 2022; Reveilhac, and Blanchard, 2022; Sharma et al., 2022; Arshad et al., 2022), SM allows consumers to be writers by which they can discuss their experiences with one another on social media sites (Aswani et al., 2019; Chen and Qasim, 2021; Chen et al., 2021; Gómez et al., 2019; Kushwaha et al., 2022; Tandon et al., 2021; Faisal & Iqbal, 2023). There is a growing trend of individuals discussing the products that they utilize

[1]*PhD Scholar, Department of Business Administration, Ghazi University Dera Ghazi Khan, Pakistan.*
 E-mail: mastoiaqib@gmail.com
[2]*Associate Professor, Chairperson, Department of Business Administration, Ghazi University, Dera Ghazi Khan, Pakistan Email: mziaullah@gudgk.edu.pk*
[3]*Graduate MSBA, Department of Business Administration, Ghazi University, Dera Ghazi Khan, Pakistan Email: tasneemkousar1993@gmail.com*
[4]*PhD Scholar, Department of Business Administration, Ghazi University Dera Ghazi Khan, Pakistan. E-mail: badshahmalik1214@gmail.com*
[5]*PhD Scholar, Department of Business Administration, Ghazi University Dera Ghazi Khan, Pakistan.*

on the internet, especially smartphones (Chatterjee et al., 2022; Chu et al., 2020; Kar and Kushwaha, 2021; Hayat et al., 2022) as the number of visitors of smartphones rises. Because of these advantages, the use of social networking sites to disseminate manufacturer-related details to influence consumers to make purchases has risen dramatically in recent years (Ceyhan, 2019; Grover et al., 2022; Hanaysha, 2022; Harrigan et al., 2020; Hayyat et al., 2023). Increased social media use has led to the suggestion of customer engagement (CE) as a relationship-building tactic between consumers and businesses that is advantageous to both parties. Many scholarly studies (Calderón-Monge and Ramrez-Hurtado, 2021; Fernandes et al., 2019) have concentrated on theoretical frameworks and experiential learning. Some research has centered on developing actionable measures based on characteristics that affect CE (Aydin et al., 2021; Iqbal et al., 2023). In contrast, other studies have aimed to uncover social media engagement indicators in the Chilean food and beverage sector (Egaña et al., 2021).

Evidence from the past suggests that CCB may provide a firm with a sustainable advantage in the marketplace. For instance, it may boost organizational effectiveness by fostering better communication among service users (Kim and Choi, 2016). However, only a few substantial studies have looked at CCB from a hotel's perspective (Tung et al., 2017). Previous studies have attempted to isolate one aspect of customer service staff interaction. During the hotel stay, check-in, the lobby, the restaurant, check-out, and other points allow guests to demonstrate customer loyalty and provide suggestions (Tung et al., 2017; Kouser & Shafiq, 2023). Recent studies have focused extensively on citizenship behavior as an independent variable (Abdullah et al., 2016; Chan et al., 2017; Srivastava, 2017; Kumar & Khan, 2023). Organizational citizenship behavior (OCB) and consumer citizenship behavior (CCB) are two categories of citizenship actions. Some writers (Chan et al., 2017) point to this overlap as evidence that staff and consumers are willing to go the additional mile for a company's success.

This study suggests a novel model for measuring customer engagement that considers a broader range of contextual characteristics (such as involvement, commitment, and consumer participation). The part of self-efficacy and brand loyalty in reducing or increasing the impact of engagement on consumer citizenship behavior and purchase decisions will also be investigated. Despite the abundance of literature, we were still looking for studies that put this idea to the test.

Literature Review

According to Harrigan et al. (2018) definition, involvement is the degree to which a client gives thought to the brand while making a purchase and utilizing the goods, loyal consumers put in a lot of time, effort, and thought into their preferred brands. However, both Chen et al. (2020) and Harrigan et al. (2018) point out that involvement is a mental concept that is not necessarily indicative of actual activity. However, as Harrigan et al. (2018) pointed out, studies have shown a connection between participation and consumer engagement, suggesting that involvement might be a precursor to customer engagement. The studies conducted herein were inspired by those conducted by (Vivek et al., 2012; So et al., 2016; Moliner et al., 2018; Harrigan et al., 2018; and Obilo et al., 2021; Mastoi, 2022).

How dedicated each party is to the other is a significant factor in building lasting customer connections. Several studies, including those by (Chen, 2012), and Keiningham et al. (2017), have seen this theory. According to research (Vivek et al., 2012; Muhammad Aqib et al., 2023), consumer commitment may influence how customers perceive and engage with a company. Several studies have confirmed a link between commitment and customer engagement; however, it is still essential to recognize the importance of responsibility when developing a comprehensive model for studying consumer engagement (e.g., Vivek et al., 2012; Rather, 2019; Nosheen & Danya, 2022).

There are a variety of consumer interactions happening on social media sites these days. Consumer engagement comes in three different forms: deliberate engagement, in which customers submit reviews or comments on purpose; accidental engagement, in which customers seek information; and consequent engagement, in which customers make purchases or refer businesses as a consequence (Kim and Park, 2013; Riaz et al., 2023). To accomplish the co-creation of values, Customers' voluntary and interactive involvement in the value creation and distribution procedure through social media was coined by Chae and Ko (2016). Customer engagement may be regarded in numerous contexts (Bijmolt et al., 2010), including the depth of participation, the number of shared activities, the frequency of creation, the nature of complaints, and the number of shared creative experiences.

Customer engagement has been shown to increase customer loyalty (Abbas et al., 2018; Harrigan et al., 2018), and this has been extensively reported in the existing research. Apart from the in-role loyalty conduct focusing mainly on the buyback, additional-role optional and elective citizenship actions may be incorporated (Van Doorn et al., 2010; Roshana et al., 2023). User-generated content raises the positive actions taken by consumers that are not essential to the service but assist the company in achieving its goals (Groth, 2005). Feedback, advocacy, assistance, and tolerance are just a few of the tenets that were identified as important to their conception of CCB (Yi and Gong, 2013). For environmental problems, CCB refers to consumers' voluntary actions in favor of an organization's environmental policies and procedures; these activities may have a major impact on the business's environmental performance (Paillé et al., 2013). According to the research on organizational behavior, workers who are enthusiastic about their work are more likely to feel CCB toward their company (Sulea et al., 2012). We also contend that an individual's citizenship conduct is positively correlated with his or her SCEB.

Due to social media, consumers are more attached to companies they use or want to use, sometimes taking on the role of brand champions (Calderón and Ramrez, 2021). More consumers report higher levels of self-assurance, engagement, happiness, loyalty, and emotional connection while using digital platforms (Harrigan et al., 2018; Shafiq et al., 2023). Therefore, it is vital to look into this idea. Researchers in many disciplines have taken note of the importance of "trust," including the humanities and social sciences as well as the hard sciences of economics, business, and communication (Bennur and Jin, 2017). Companies create online brand communities so that their consumers can interact with one another and create a stronger sensitive link with the business, which in turn boosts sales and customer loyalty. Several studies (Gummerus et al., 2012; Prentice et al., 2019; Vivek et al., 2012) have shown a causal link between consumer involvement and subsequent sales and brand loyalty. Consumer engagement affects customer retention and brand performance (So et al., 2016).

The social cognitive theory describes self-efficacy as a person's belief in competence to do specified tasks. It significantly impacts individuals' decisions and actions (Cheung and Lee, 2012). Knowledge-sharing behavior is affected both directly and indirectly by self-efficacy, as shown by (Hsu et al., 2007), suggesting that self-efficacy performs a crucial role in influencing individual behavior. Information self-efficacy was shown to influence e-WOM intent (Cheung and Lee, 2012). Self-efficacy has both short and long-term impacts on consumer engagement behaviors were also demonstrated in a study by (Kim et al., 2013). Self-efficacy improves knowledge sharing (Bilginoglu and Yozgat, 2018). Self-efficacy positively promotes information-sharing behavior (Safdar et al., 2020).

Several research studies have highlighted how effective customer brand engagement may affect customers and how customers will remain loyal to the company (Khan and Rahman, 2015; Okevik et al., 2022). According to previous studies, there is a direct link between brand engagement and brand loyalty (Vivek et al., 2012). One of the underlying variables that act directly on customers' propensity to buy a product or service is the connection they feel with a

particular brand. Customer brand engagement may affect purchase decisions when fostered via arrangements due to online and offline purchases (France et al., 2016). Prior investigations have demonstrated that clients are less likely to shift brands due to their loyalty to that brand due to the good associations they have formed with that brand as the outcome of their engagement (Ali et al., 2017; Bijmolt et al., 2010).

Materials and Methods

Research Model & Hypothesis Development
The research model depicted below outlines the various factors that impact the customer citizenship behavior and purchase decisions of customer within the apparel industry operating in Pakistan.
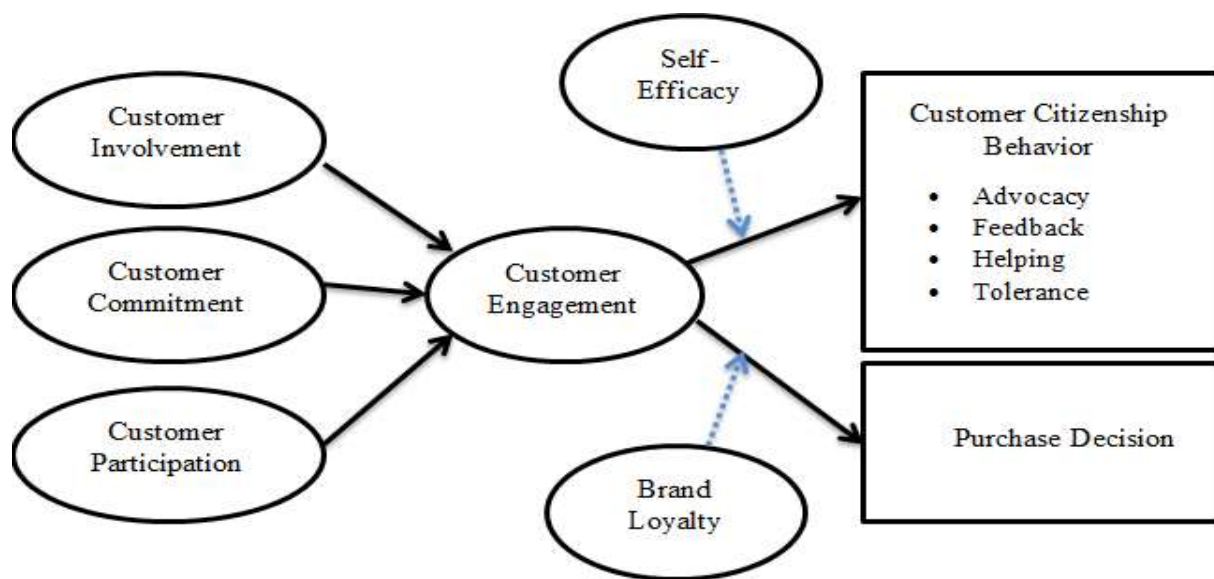
Figure 1 Customer Citizenship Behavior

Table 1 Hypothesis Development

H1	CI has encouraging association with CE.
H2	Customer commitment has positive association with customer engagement.
H3	Customer participation has helpful association with CE.
H4	Customer engagement is associated with customer citizenship behavior (advocacy, feedback, helping, tolerance).
H5	CE has positive influence on purchase decision.
H6	Self-efficacy positively moderates the association of customer engagement with customer citizenship behavior.
H7	Brand loyalty positively moderates the association of customer engagement with purchase decision.

Sample and Data Collection

People who make purchases on social media were used to determine the sample size of 400 participants. Due to its benefits, the investigator utilized a non-probability method on the 400 participants. The investigator spoke with Pakistani business people, government workers,

private sector workers, and students. The investigator gathered information from Rajanpur, Dera Ghazi Khan, Multan, and Lahore in Pakistan. The researcher in this study selected a sample size of 400. However, they only collected 370 completed surveys. Twenty of the 370 submitted questionnaires were disregarded due to very out-of-the-ordinary scores. Information was gathered first via an online survey, using a sample size of 350 people that comprised residents of Pakistan who had made purchases online. The responses were collected using a seven-point Likert scale. The investigator employed a random sample method for this inquiry.

Measurement Scale
We drew research items from previous investigations to verify the quality and rationality of the examination instrument used in this study. The questionnaire contained items that operationalized three factors to determine "involvement" (Chen, 2012), Three items were utilized to evaluate "commitment," depending on metrics that had been utilized in the past by (Jahn and Kunz, 2012; Chen, 2012), as well as three elements that operationalized the term "customer participation," which were drawn from research conducted by (Kamboj et al., 2018), three questions were utilized to evaluate customer engagement,' constructed on measures that had been utilized in the past by (Brun et al., 2014), three items were used to assess self-efficacy,' based on measures that had been utilized in the past by (Sallis et al., 1998), three items were used to assess brand loyalty,' based on measures that had been utilized in the past by (Bennett and Rundle-Thiele, 2002), The second-order construct of CCB was evaluated using four first-order constructs; such as, advocacy (three items), feedback (four items), helping (four items), and tolerance (three items), adapted from previous study by (Yi and Gong, 2013), five items were used to assess purchase decision,' based on measures that had been utilized in the past research by (Shareef et al., 2008). The dependability of this study is improved by using scale items from previously conducted research. In addition, there were questions on demographics included in the questionnaire.

Analysis
The researcher used exploratory factor analysis (EFA), and structural equation modeling (SEM) to evaluate the model. EFA was used to analyze the data to uncover any patterns that may have been there. Last but not least, SEM was used to evaluate the consumer interaction model recommended for use in digital environments. A structural equation model, instead of a regression analysis or other dependency studies that concentrate on explaining connections in a single equation, examines a collection of relationships representing several equations. Regression and dependency analyses focus on describing links in a single equation (Hair et al., 2019). The following sections used SPSS (version 26) and SmartPLS (version 4) in the analyses.

Results
Respondent's Profile
The data show the sampling frequency and gender breakdown of the population. 54.8% of 350 respondents were male, while 45.2% were female. Results show the respondents' ages. The sample is 43.4% 18–30 and 34.4% 31–45. 22.2% are 46–60. The statistics show that 32% of respondents have bachelor's or lower degrees, 36.5% have master's degrees, 22% have M.Phil. degrees, and 9.5 have PhDs. 25.7% of Individuals in the present study are from Dera Ghazi Khan, and Participants from Rajanpur District comprised 22.8% of the total sample. Participants from Muzaffargarh have a ratio of 21.4%. Respondents from Multan are 18.5% of the total sample. Participants from Bahawalpur District were 11.6% of the total sample.

Table 2 Respondents Profile (N = 350)

	(%)
Gender	
Male	54.8
Female	45.2
Ages	
18-30	43.4
31-45	34.4
46-60	22.2
Education Level	
Bachelors	32
Masters	36.5
MS/M.Phil.	22.8
PhD	9.5
District	
Dera Ghazi Khan	25.7
Rajanpur	22.8
Muzaffargarh	21.4
Multan	18.5
Bahawalpur	11.6

Exploratory Factor Analysis and Reliability

In order to get a head start on the investigation, an exploratory factor analysis (EFA) was carried out first to investigate the concepts' underlying structure. Following the suggestions made by (Harrigan et al., 2018), in order to get knowledge that later be evaluated with SEM, the EFA was carried out using the most excellent probability for extract and Promax for rotation. This was done following the instructions. The EFA uncovered eight aspects contributing to a better understanding the model's underlying variables. The pattern matrix of the EFA's resultant factors may be found shown in Table 1. In addition, the reliability of the measures was shown by the fact that every item on the scale had a value that was more than the 0.7 cutoffs for Cronbach's alpha coefficient (Cronbach, 1970).

**Table 3 Factor Loading, Reliability and Descriptive**

Variables	No. of Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE	VIF
Customer Involvement	INV1	.866	.815	.891	.731	2.77
	INV2	.882				2.13
	INV3	.815				2.48
Customer Commitment	CC1	.877	.851	.854	.770	1.89
	CC2	.885				1.93
	CC3	.870				1.64
Customer Participation	CP1	.790	.736	.850	.754	1.58
	CP2	.812				1.41
	CP3	.822				1.88
Customer Engagement	CE1	.828	.793	.879	.708	2.54
	CE2	.879				2.81
	CE3	.815				2.19
	SE1	.821				1.99

Self-Efficacy	SE2	.842	.784	.874	.736	1.23
	SE3	.844				1.67
Brand Loyalty	BL1	.789	.790	.827	.715	1.74
	BL2	.734				1.93
	BL3	.827				2.10
Customer Citizenship Behavior	ADV1	.759	.812	.824	767	1.11
	ADV2	.749				1.32
	ADV3	.742				1.26
	F1	.722				1.20
	F2	.747				1.95
	F3	.661				1.79
	F4	.777				1.98
	H1	.799				1.38
	H2	.665				1.71
	H3	.723				1.37
	H4	.668				1.54
	T1	.668				1.56
	T2	.672				1.67
	T3	.788				1.34
Purchase Decision	PD1	.779	.782	.852	.736	1.99
	PD2	.709				1.56
	PD3	.648				1.29
	PD4	.742				1.36
	PD5	.773				1.85

Structural Model Results

In the following part, we will review how a structural equation model (SEM) was employed to evaluate and verify the theories on the higher-level structure known as consumer engagement. Figure 1 provides a good illustration of this phenomenon. The structural equation modeling (SEM) employed in SmartPLS 4 utilized the maximum likelihood estimation as its estimate method. The model has a perfect correlation with the observed values, as shown by the following: SRMR = 0.0359, NFI = 0.943. It was found that all of the links included in the structural model that defines the causes and important consequences (customer citizenship behavior and purchase decision) of consumer contact were relevant to the topic at hand (Figure 2, Table II).

Figure 2 Structural Model
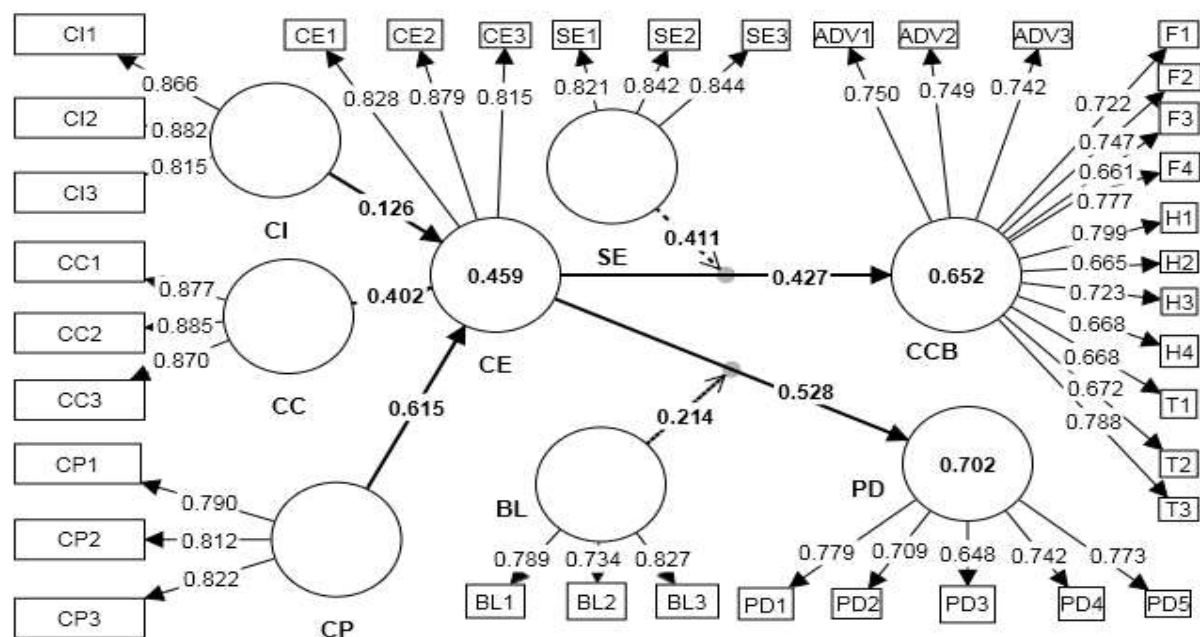
Regression Analysis

The standardized path coefficient disclosed significant linking among self-reported customer involvement and self-reported CE (β = .12, R² = .45; p< .000) and explained a 45% variance in self-reported CE. Thus, hypothesis 1 was supported. Brands can foster consumer participation and loyalty by including them in decision-making, which boosts engagement, happiness, and commercial success. Previous investigations found that Participation significantly impacts consumer engagement (Harrigan et al., 2018; and Samarah et al., 2022). H2: The standardized path coefficient disclosed significant link between self-reported customer commitment and self-reported customer engagement (β = .40, R² = .45; p< .000) and explained 45% variance in self-reported customer engagement. Thus, hypothesis 2 was supported. Past research found that expressing commitment affects engagement (Roy and Cahaya, 2022; Ziaullah et al. 2023). H3: The standardized path coefficient disclosed a significant association between self-reported customer participation and self-reported customer engagement (β =.61; R² =.45; p < .000) and explained a 45% variance in self-reported customer engagement. Thus, hypothesis 3 was supported. Customers feel more connected to the company and community, which may boost engagement and loyalty. Previous research confirmed that involvement significantly impacts engagement (So et al., 2021; Vinerean and Opereana, 2021). H4: The standardized path coefficient disclosed a significant connection between customer engagement with customer citizenship behavior (β =.42; R² = .65; p < .000) and explained 65% variance in self-reported customer citizenship behavior. Thus, hypothesis 4 was supported. This finding supports previous findings that emotionally attached customers have a greater tendency to interact in non-transactional behaviors (Raza et al., 2020; Li and Wei 2021; and Gong et al., 2022). H5: The standardized path coefficient disclosed a significant connection of customer engagement with purchase decisions (β =.52; R² =.70; p < .000) and explained 70% variance in self-reported purchase decisions. Thus, hypothesis 5 was supported. Engaged clients are more inclined to buy from a brand. Customer involvement increases loyalty and buying decisions, as evidenced by (Prentice et al., 2019; Sukma et al., 2022; and Saputra and Fadhilah, 2022). H6: The standardized path coefficient disclosed a significant connection of self-efficacy in the relationship of customer engagement with customer citizenship behavior (β =.41; R² =.65; p < .000) and explained a 65% variance in self-reported customer citizenship behavior. Thus,

hypothesis 6 was supported. Greater self-efficacy clients are more likely to recommend the brand to others and provide feedback. Self-efficacy increases consumer civic behavior via customer involvement (Bas, 2022; Hassan and Suki 2022; and Ru and Jantan, 2023). H7: The standardized path coefficient disclosed a significant connecting between brand loyalty in the connection of customer engagement with purchase decision (β =.21; R^2 =.70; p < .000) and explained 70% variance in self-reported purchase decision. Thus, hypothesis 7 was supported. The survey found that loyal and engaged consumers are more inclined to buy. This supports prior findings indicating that brand loyalty increases repeat purchases and advocacy. Previous research found that brand loyalty positively moderates consumer engagement and purchase choices (Wilk et al., 2021). Loyal consumers benefit more from customer interaction on buying choices. Thus, loyal customers with high brand engagement are likelier to purchase than non-loyal customers with equal engagement.

Table 4 Hypothesis Results

Predictor		Outcome	(β)	t-Value	R2	P**	Results
Customer Involvement	<-	Customer Engagement	0.126	7.435	0.459	0.263	Accepted
Customer Commitment	<-	Customer Engagement	0.402	10.456	0.459	0.431	Accepted
Customer Participation	<-	Customer Engagement	0.615	9.181	0.559	0.101	Accepted
Customer Engagement	<-	Customer Citizenship Behavior	0.427	7.727	0.652	0.452	Accepted
Customer Engagement	<-	Purchase Decision	0.528	10.359	0.702	0.166	Accepted
Self-Efficacy*Customer Engagement	<-	Customer Citizenship Behavior	0.411	9.319	0.652	0.263	Accepted
Brand Loyalty*Customer Engagement	<-	Purchase Decision	0.214	11.422	0.702	0.331	Accepted

Conclusion

This study has provided compelling evidence of the significant and positive impact that customer involvement, commitment, and participation have on customer engagement. Through rigorous research and analysis, we have established that when customers actively participate in a brand's offerings, commit to its values, and involve themselves in its activities, they are more likely to become deeply engaged. The positive impact of customer involvement, commitment, and participation extends beyond immediate engagement metrics. Engaged customers are more likely to make repeat purchases, provide valuable feedback, and spread positive word-of-mouth, which can have a ripple effect on brand reputation and market positioning.

Through rigorous research and analysis, it is evident that customer engagement plays a pivotal role in shaping customer behavior and purchase decisions. The findings demonstrate that actively engaged customers tend to exhibit higher levels of citizenship

behavior, such as positive word-of-mouth, brand advocacy, and helping other customers. These behaviors contribute significantly to the success of e-businesses. Moreover, the study highlights the positive impact of customer engagement on purchase decisions. Engaged customers are more likely to make repeat purchases and become loyal to e-businesses. Their heightened involvement leads to a deeper connection with brands and products, ultimately driving higher sales and revenue.

This study has highlighted the moderating influence of self-efficacy and brand loyalty on the relationship between customer engagement and both customer citizenship behavior and purchase decisions. These findings emphasize the complexity of these interactions and the importance of considering individual factors in understanding customer behavior. Recognizing the role of self-efficacy and brand loyalty can aid businesses in tailoring their strategies to effectively encourage positive citizenship behavior and drive purchase decisions among engaged customers.

Practical Implications

The discoveries of this investigation have several practical implications for marketers and businesses seeking to increase customer citizenship behavior and purchase decisions. First, our results suggest customer involvement, commitment, and participation drive customer engagement. Organizations can encourage customer involvement and participation by creating opportunities for customers to provide feedback, participate in surveys, and engage with the brand through social media and other digital channels. By doing so, organizations can increase customer engagement, improving customer satisfaction and loyalty. Second, our results suggest that organizations should focus on building a solid brand identity and providing customers with a personalized experience to increase customer engagement. This can be achieved by providing high-quality customer service, creating a unique and memorable brand experience, and leveraging social media and other digital channels to interact with customers and build brand communities. Additionally, offering incentives and rewards for customer engagement can further increase engagement levels. Third, our findings suggest that brand loyalty moderates the relationship between customer engagement and purchase decisions. Therefore, organizations should focus on building brand loyalty and customer engagement to enhance the impact of engagement on purchase decisions. It's possible to do this by focusing on offering unmatched service to your customers, creating a unique and memorable brand experience, and offering incentives for loyal customers. Fourth, Customer engagement improves citizenship. "Customer engagement" describes a consumer's emotional and psychological investment in a brand or company. Consumer citizenship activity includes posting positive evaluations, testimonials, and ideas to promote a company or product. According to research, brand-loyal customers behave better. One study found that customers involved in a brand were likelier to advocate for it and participate in brand-specific forums. Satisfied consumers may be more responsible. Customer engagement may boost a company's brand, client retention, and revenue. Fifth, Purchase decisions are influenced by customer engagement. Engaged consumers are more inclined to feel loyal and trust a brand. This emotional connection may boost sales by increasing purchase decisions. Social media, customer service, loyalty programs, and tailored messages may all engage customers. These types of engagement can give customers a good brand experience, which may influence their purchases. A consumer with significant experience with a company on internet may be more inclined to purchase from that brand in the future. A consumer with a good customer service experience with a brand may become loyal and buy again. Customer involvement affects buying behavior, according to research. Engaged consumers made more significant and frequent purchases than non-engaged customers.

Customer engagement is a significant aspect of purchasing choices, and organizations that concentrate on creating good customer engagement are likely to enjoy excellent sales and revenue returns. Sixth, Self-efficacy development initiatives may help consumers feel more secure in their brand engagement and civic actions. A corporation may provide training or educational tools to assist clients in learning about its goods or services. To improve engagement, businesses might segment clients by self-efficacy. Consumers with low self-efficacy may benefit from more focused, individualized messaging to increase confidence. In contrast, consumers with solid self-efficacy may react better to more challenging activities or brand engagement. Customer feedback surveys or other quantitative approaches may evaluate self-efficacy and engagement. This may assist firms in understanding how these elements affect customer citizenship behavior and highlight areas for engagement strategy improvement. Businesses should monitor customer citizenship behavior and alter their engagement initiatives as appropriate. Companies may target their efforts by measuring how engagement and self-efficacy affect client behavior. Seventh, businesses should focus on building brand loyalty and implementing effective customer engagement strategies to increase purchase decisions. By offering exclusive benefits to loyal customers and tailoring engagement strategies to meet their needs, businesses can foster a sense of loyalty that positively moderates the influence of customer engagement on purchase decisions.

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