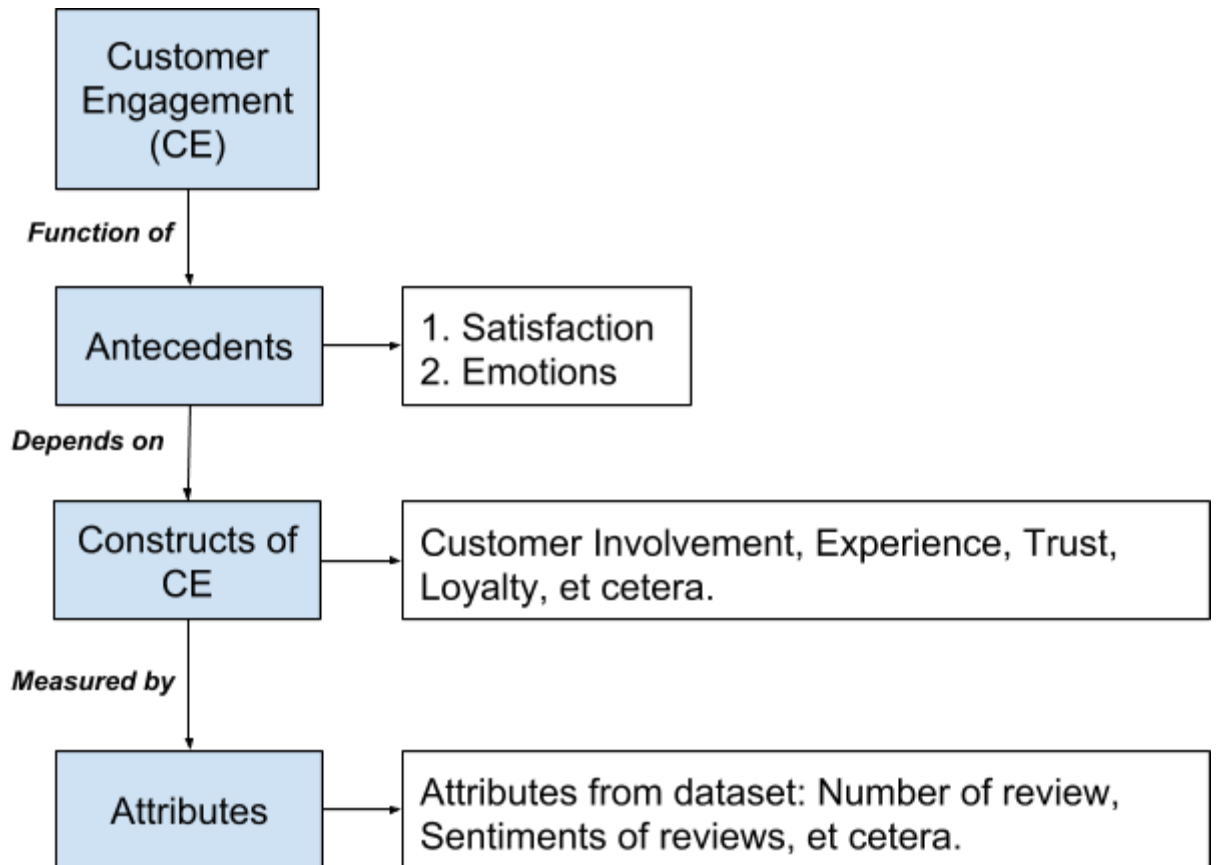


## *Customer Engagement Flow*



## **Attributes from Dataset**

- Datasets will be built up in categorical manner.
- Values of each attribute is in time series pattern.

### **Attributes (within timestep)**

1. Number of reviewer
2. Price of products
3. Helpful
4. Ratings
5. Sales rank
6. Influence by related (Check through all product review and many dependent attributes)
7. No. of products in by related
8. Number of holidays
9. Reviewer experience
10. Gender
11. Week
12. Day
13. Year
14. Month
15. Brand scale
16. Appeal
17. Number of reviews
18. Sentiment + review + price + ... (All combinations for constructs)
19. Cheap/Reasonable/Expensive [Also Luxury/Necessity]
20. Location?
21. Merchandise
22. Public support/Advocacy
23. Customer experience through all reviews for money, and diff. Perspective
24. Useful to whom: Men, Women, Or both
25. No. of products

# Constructs of CE

## 1. Customer Involvement :

We are Getting following things after they wrote review and all the below things are about the time of purchase they possess.

**Importance:** Is it necessity or luxury? Also acc. to their money experience.

- Money spent on past experiences
- Product lies in which category of price
- Find product is luxury or necessity

**Relevance:** Check: Is they buy same kind of products? Use Influence by related.

- Check past purchases lies in by related. Even think about fav brand, category and then check relevance

**Value:** Price, Cheap/Reasonable/Costly

- Category Wise price in three class.

**Excitement:** Not easily identify

**Want:** Only think about at looking data.

**Needs:** Only think about at looking data.

**Appeal:** Using Appeal. Attractive or not?

- Attractive?

**Benefits:** Probably from all review about product. Overall, helpful.

- One scale: Review/rating/helpful altogether

**Interests:** Sales Rank by category

## 2. Customer Experience :

**Sensorial:** Sentiment analysis + review + price...

**Emotional:** Sentiment analysis + review + price...

**Cognitive:** Sentiment analysis + review + price...

**Pragmatic:** Sentiment analysis + review + price...

**Lifestyle:** Customer experience [money & purchase]

**Relational:**

**Promotion:**

**Price:** Price, cheap/Reasonable/Costly

**Location:**

**Merchandise:** No. of reviews/reviewers

### **3. Customer Satisfaction :**

**Buying again:** Did he/she buy again?

- Check: Did they buy again?

**Referral:** Review, rating

- Ratings

**Social media talk:**

**Feedback:**

- Those are same as review and ratings

### **4. Customer Loyalty :**

**Repeated purchase:** Brand loyal / Product loyal

- Find same brand purchases

**Favorable brand:** Favourite brand

- Find fav. Brand in each categories/subcategories

**Attitude:** Review/rating towards brand

- Review/rating towards brands

### **5. Customer Trust :**

**Attitude towards brand:** Same as Loyalty

### **6. Customer Commitment :**

**Time & Money Spending:** Money involved in all purchases, Time of first to last purchase

- Total money spend in purchases
- First to last purchase time period

### **7. Customer Brand value :**

**Awareness:** No of reviewer in particular brand

- No. of reviewer in all brands in which reviewer had bought

**Image:** More Rating/+ve Review in particular brand

- No. of ratings given
- How many positive ratings in each brand

**Trust:** No. of Reviewer buy from same brand

- No. of +ve review in all brands in which reviewer had bought

**Affect:**

**Intention:**

**Advocacy:**

**Price:** Cheap/Reasonable/Costly

- Categorize the price

P1: There is a positive relationship between customer satisfaction and that customer's direct contribution.

P2: The impact of satisfaction on direct contribution will be enhanced in the service (vs. products) industry.

P3: The impact of satisfaction on direct contribution of the consumer will be enhanced for a B2B firm (vs. B2C firm).

P4: The impact of satisfaction on direct contribution of the customer will be enhanced for products with low involvement.

P5: The impact of satisfaction on direct contribution of the customer will be enhanced for a firm with low brand value.

P6: The impact of satisfaction on direct contributions of the customer is enhanced by the level of convenience that the firm provides to its customers.

P7: The higher the level of positive emotions of the customer towards the brand, the higher will be the indirect contribution of the customer.

P8: The impact of emotions on indirect contributions of the customer will be enhanced in the service industry.

P9: The impact of emotions on indirect contribution of the customer will be enhanced for a B2C firm (vs. B2B firm).

P10: The impact of emotions on indirect contributions of customers will be enhanced for a higher involvement product/service.

P11: The impact of emotions on indirect contribution of the consumer will be enhanced for a firm with higher brand value.

P12: The impact of emotions on indirect contributions of the customer is enhanced by the higher level of convenience that the firm provides to its customers.

P13: The higher the customer's engagement (direct and indirect contribution), the higher will be his/her probability to

- (a) opt in to the firm's marketing program,
- (b) provide the firm access to his/her personal information, and
- (c) enable the firm to provide relevant marketing communication.