Customer Engagement Flow

Customer Engagement (CE)

Function of

Antecedents → 1. Satisfaction
2. Emotions

Depends on

Constructs of CE → Customer Involvement, Experience, Trust, Loyalty, et cetera.

Measured by

Attributes → Attributes from dataset: Number of review, Sentiments of reviews, et cetera.
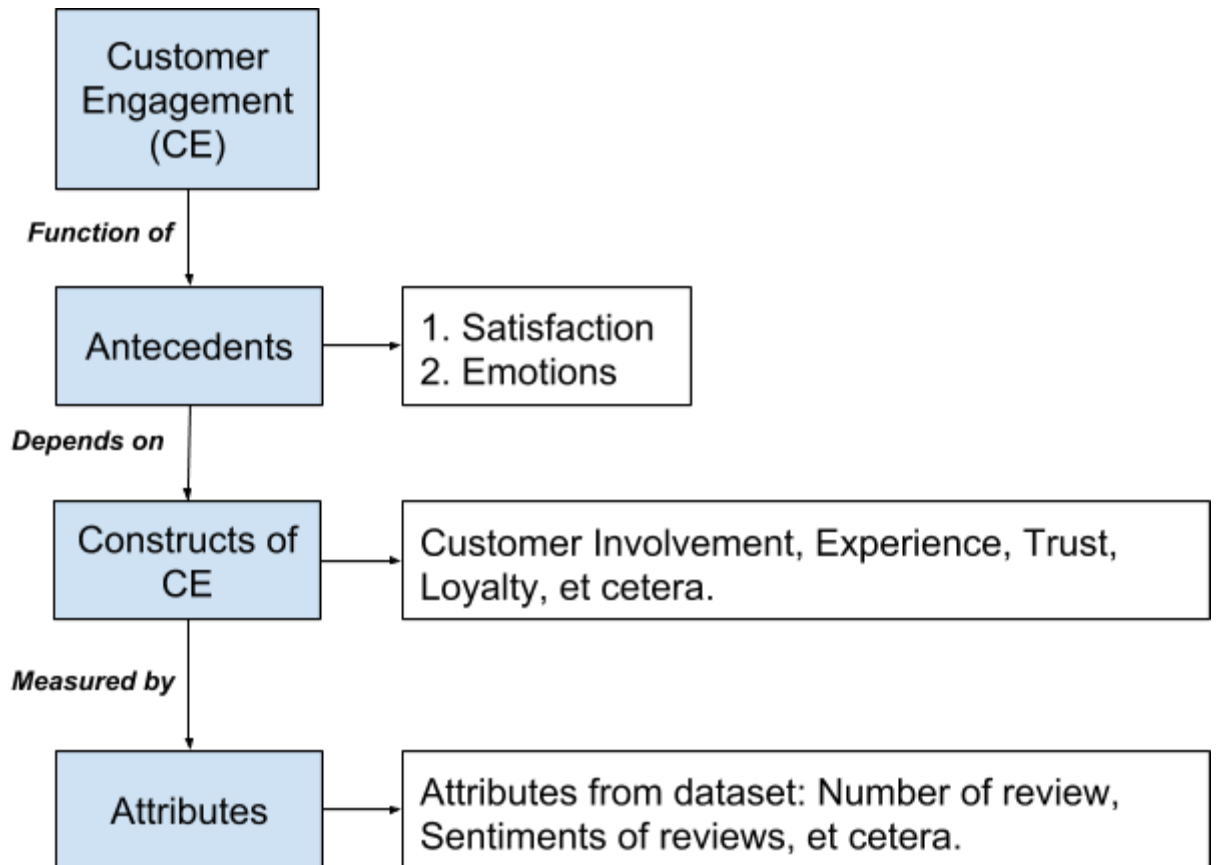
<u>Attributes from Dataset</u>

- 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. Salesrank
6. Influence by related (Check through all product review and many dependent attributes)
7. Number of holidays
8. Reviewer experience
9. Gender
10. Week
11. Day
12. Year
13. Month
14. Brand scale
15. Appeal
16. Number of reviews
17. Sentiment + review + price + … (All combinations for constructs)

Constructs of CE

1. **Customer Involvement** :
   Importance:
   Relevance:
   Value:
   Excitement:
   Appeal:
   Want:
   Benefits:
   Needs:
   Interests:

2. **Customer Experience** :
   Sensorial:
   Emotional:
   Cognitive:
   Pragmatic:
   Lifestyle:
   Relational:
   Promotion:
   Price:
   Location:
   Merchandise:

3. **Customer Satisfaction** :
   Buying again:
   Referral:
   Social media talk:
   Feedback:

4. Customer Loyalty :
Repeated purchase:
Favorable brand:
Attitude:

5. Customer Trust :
Attitude towards brand:

6. Customer Commitment :
Time & Money Spending:

7. Customer Brand value :
Awareness:
Image:
Trust:
Affect:
Intention:
Advocacy:
Price: