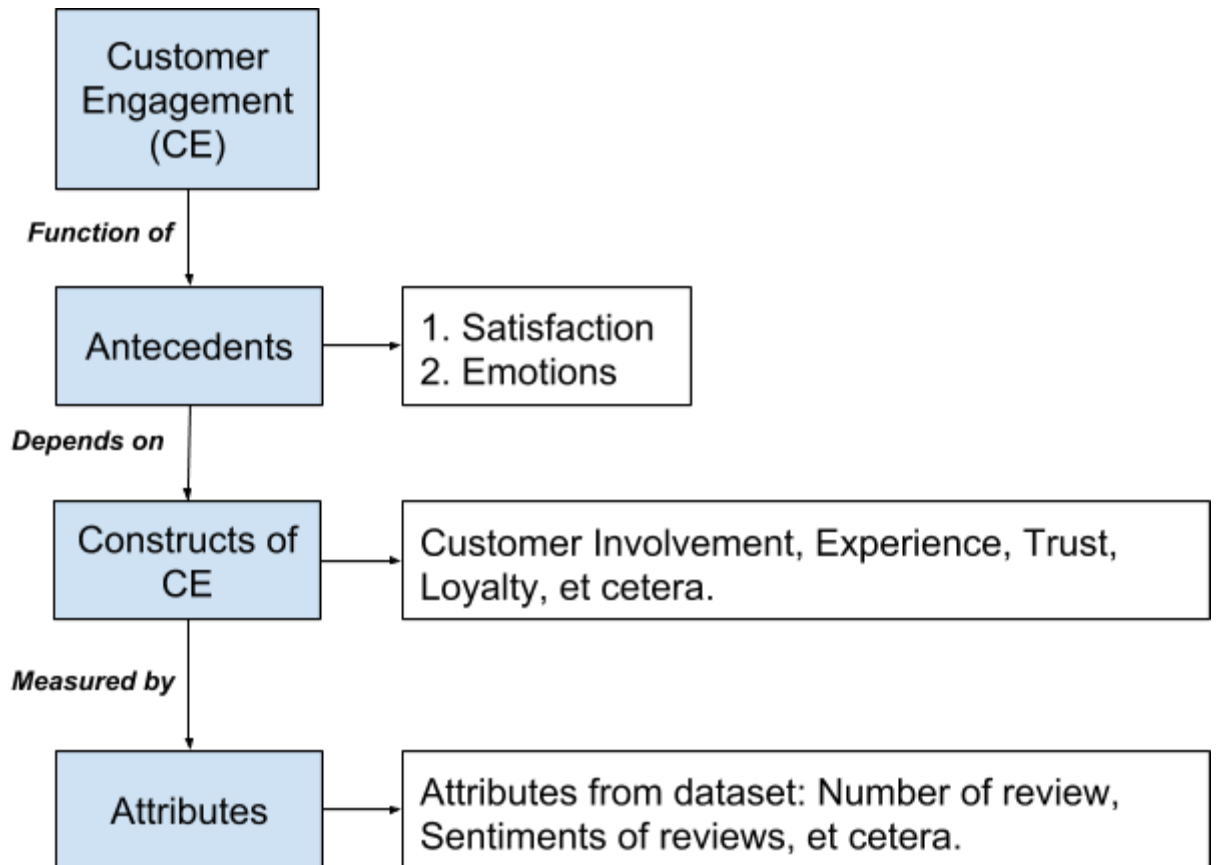


## *Customer Engagement Flow*



## **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. 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)
18. Cheap/Reasonable/Expensive
19. Location?
20. Merchandise
21. Public support/Advocacy
22. Customer experience through all reviews for money, and diff. Perspective
23. Useful to whom: Men, Women, Or both

# 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.

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

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

**Excitement:** Not easily identify

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

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

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

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

**Interests:** Sales Rank

## 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?

**Referral:** Review, rating

**Social media talk:**

**Feedback:**

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

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

**Favorable brand:** Favourite brand

**Attitude:** Review/rating towards brand

#### **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

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

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

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

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

**Affect:**

**Intention:**

**Advocacy:**

**Price:** Cheap/Reasonable/Costly

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.