

Explain the Relationship Between Customer Engagement Dimensions and loyalty of Mobile Phone Customer in Rasht City

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In new business processes, to obtain customer loyalty allocated a critical and vital positions in the company's goals. Senior managers are well aware that their success in achieving business goals depends on the satisfaction and loyalty of customers. The aim of this study was to investigate the relationship between customer Engagement and customer loyalty the dimensions of customer Engagement identified through the study of literature and then questionnaire was developed. The population of this research is mobile phones customers in Rasht which a sample of 327 people were questioned through convenience sampling method. In order to achieve conceptual model, Thakur (2016) article was used. To test the validity of the model, confirmatory factor analysis and Kolmogorov-Smirnov was used. To test the hypothesis, the path analysis test with LISREL88 software was used. the results of hypothesis showed that there is a significant relationship between six dimensions of customer interaction, means product usefulness, emotional experience, social experience, financial experience, fill leisure time, self-connection with loyalty of mobile phone customer.

Keywords : Keywords: Customer Engagement, Interactive motivation, Interactive Activity, Loyalty

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