

# **Investigating the Effect of Client-brand engagement by Creating Value for Customer (Case study: Digi Commodity Online Store)**

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The purpose of this study is to examine the impact of customer-brand engagement on key outcomes through value creation for the customer. The present study is a descriptive and is applied in terms of its purpose. It is also considered as a field study in terms of collecting data. The data gathering tool was a questionnaire which consists of 24 questions for measuring the total variables of the research. To measure the variables, the Likert 5 spectrum is also used. Validity of the questionnaire was verified by the opinion of the professors and experts and its reliability was verified using Cronbach's alpha. The statistical population of the research is all customers of Digi Commodity Online Store in Rasht. Using the Cochran formula and unpredictable availability, 430 people were considered as the final sample of the study. In order to test the assumptions, structural equation modeling and SMARTPLS2 software were used. The results showed that customer engagement with brand has a significant effect on creating value and brand attractiveness. Value creation also has a significant impact on brand attractiveness. On the other hand, brand attraction has a significant effect on oral-to-mouth advertising, and value creation also plays the role of mediating variable.

**Keywords :** Key words: customer engagement, value creation, charm, oral presentation

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