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Ain Shams University  
Faculty of Business  
Business Administration Department

## **“Measuring the Effect of Customer Brand Engagement (CBE) Antecedents and Dimensions on Brand Loyalty: Field Study on Uber Egypt”**

**قياس تأثير مقدمات ارتباط العميل بالعلامة وأبعادها  
علي الولاء للعلامة: دراسة ميدانية علي أوبر مصر**

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the Degree of Master of Science in Business Administration*

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

قَالُوا سُبْحَانَكَ لَا عِلْمَ لَنَا إِلَّا مَا عَلَّمْتَنَا إِنَّكَ أَنْتَ الْعَلِيمُ الْحَكِيمُ

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## Dedication

I would like to dedicate this thesis to my dear late father's soul, I hope I made him proud, and to my dear late uncle's soul Dr. Saad Elboreay for his support and motivation since he was alive, I hope I made him proud too. Also, I dedicate this thesis to my beloved mother and send my deepest thanks and gratitude to her for her never-ending love, prayers, support and patience during this journey. In addition, I dedicate this research to my dear nieces Heba, Maryam and Ahmed, and my dear nephews Alhassan, Afnan and Seren; they are the source of light in my life. Especial thanks to Dr. Rashad Raof for his valuable support and motivation in the statistical part. My sincere thanks and appreciation to my family, friends, doctors and colleagues especially those who support me and devote time and effort for encouraging and motivating me completing this research.

## Abstract

**Purpose-**This study aims at empirically validate customer brand engagement (CBE) relationships with its antecedents namely: satisfaction, brand trust, affective commitment and brand involvement and its consequences which are represented in brand loyalty under the application of S-D logic theory.

**Design/methodology/approach-** This study design is a conclusive, descriptive, cross-sectional study. The sampling method is nonprobability convenience sampling method. Also, data were collected from 301 respondents via an online survey that reflects a response rate of 82.46%. The model is tested using confirmatory factor analysis (CFA) and structural equations modeling (SEM) to assess the construct's validity of the proposed measurement theory. Reliability's evaluated through Cronbach's alpha and composite reliability (CR). Average Variance Extracted (AVE) is used as a measure of convergent validity.

**Findings-**This study illustrates that there is no significant and positive effect of satisfaction on customer brand engagement. However, brand trust, affective commitment and brand involvement, each has positively impacted customer brand engagement. In addition, CBE dimensions (cognitive processing, affection and activation), each has positively affected brand loyalty. Moreover, CBE with all of its dimensions affects brand loyalty positively.

**Practical implications-** Customers tend to share their experience and discussions with others, therefore, brand's managers should investigate the role of the brand's value co-creation with their customers. Also, applications managers such as Uber have to monitor and analyze their user's percentage of trust, affective commitment and involvement as all impact the engagement with the brand directly. Furthermore, brands' managers have to make sure that their networking sites, Facebook pages and applications include their customers' unbiased information, so that engagement and loyalty can be developed.

**Originality/value-**This study explains that the validated CBE model and its integration with S-D logic is the first of its kind specifically in Egyptian society. Moreover, this study provides a validated measure of customer brand engagement which can be used across private ride context in Egypt.

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**Keywords:** Satisfaction, brand trust, affective commitment, brand involvement, co-creation, service-dominant logic or S-D logic, customer brand engagement, brand loyalty and online context.

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# Chapter One

## Introduction

### 1.1 Introduction

A service system is a value creation setup that includes two parties: first, parties of exchange (service firms and customers) and second, their networks or systems (other institutions or stakeholders) that in an indirect way influence value co-creation. It is also supposed to be a dynamic setup which brings people, technology, and organizations together in creating and delivering value (Agarwal and Selen, 2011; Leckie, Nyadzayo, and Johnson, 2018). Thus, the value is cocreated by the recipient (customers); however, all social and economic actors are resource integrated; that is what service-dominant logic (SDL or S-D logic) proposed to be (Leckie, Nyadzayo, and Johnson, 2018).

Apparently, researchers have formally enunciated a point of view labeled “service-dominant (S-D) logic” of marketing. This concept gives a surpassing view of relationships; hence, the service for service foundation of the S-D logic reveals the inspiration for interaction and network development, which is in contrast with a more traditional view of marketing relationships, labeled the “goods-dominant” perspective (Brodie *et al.*, 2011).

Customer engagement in value creation is a marketing research object which has grown in the context of current value co-creation studies (Banytė, Tarutė, and Taujanskytė, 2014). Also, for marketing managers, the field has stayed in its early stages, which means that there is still much to be thought about regarding its antecedents and consequences (Hepola, Karjaluoto, and Hintikka, 2017). Hence, practitioners’ and academics’ attention recently focused on the concept of customer engagement (CE). There are so many examples of brands that engage their customers through interactions after purchase, like Marriott and Cathay Pacific (a

tourism brand), which established their existence on social network sites, such as Facebook and Twitter, and on online discussion boards (So, King, and Sparks, 2014).

When it comes to customer brand engagement (CBE) dimensions, some researchers premised that it had three: cognitive, emotional, and behavioral (Dwivedi, 2015; Hollebeek, Glynn, and Brodie, 2014; Apenes Solem, 2016; Bowden, 2017a; Leckie, Nyadzayo, and Johnson, 2018; Islam, Rahman, and Hollebeek, 2018). Further researches showed that CBE is that level in specific brand interaction of a customer's cognitive, emotional, and behavioral investment in specific brand interaction (O'Brien, Jarvis, and Soutar, 2015; Hollebeek, Srivastava, and Chen, 2016; Bowden, 2017a; Risitano *et al.*, 2017; Gong, 2018). Thus, it was important to note that CBE is usually considered to have three dimensions: cognitive processing, affection, and activation. These dimensions are considered as synonyms for the cognitive, emotional, and behavioral aspects of "engagement" (Pongpaew, Speece, and Tiangsoongnern, 2017).

This thesis looks at CBE from a multidimensional approach which consists of the cognitive processing dimension, which is defined as brand-related thought processing and evaluation in a certain customer-brand interaction; affection dimension, which is defined as customer-brand interaction to extract a positive emotional response (Halaszovich and Nel, 2017; Hepola, Karjaluoto, and Hintikka, 2017; Loureiro, Gorgus, and Kaufmann, 2017); and activation dimension, which is defined as the behavioral activities related to CBE communicated when a customer has energy, effort, and time to spend on a brand in a certain customer-brand interaction (Hepola, Karjaluoto, and Hintikka, 2017; Loureiro, Gorgus, and Kaufmann, 2017).

Moreover, social media and Internet social connection can be used as a significant factor in engaging customers with a specific brand because of its ability to support the customer-brand relationships (Zheng *et al.*, 2015; Carlson *et al.*, 2019; Ebrahim, 2022). Platforms like YouTube,