AJRS
/https://albalqajournal.ammanu.edu.jo
Vol.(27) No.(SE) 2024
Received: 31/03/2024
Accepted: 14/08/2024
Published: 30/09/2024

مجلة البلقاء
للبحوث والدراسات
Al-Balqa Journal
for Research & Studies

The relationship between Sustainable Marketing and Customer Retention An empirical study on Customers of Telecom companies in the Arab Republic of Egypt

Abd El-Aziz Ali Hassan[1*], Mohamed Salah Elsayed Shalabi[1]

[1]Mansoura University

Abstract

Background & Statement of the problem: This study explores the relationship between sustainable marketing and customer retention.

Objectives: The research aims to investigate how sustainable marketing impacts customer retention within the context of telecom companies in the Arab Republic of Egypt. The study employs a positivist philosophy, a deductive approach, and a mixed-methods methodology combining quantitative and qualitative analysis.

Methods: Data was collected using a questionnaire, with 440 usable responses gathered electronically through social media channels from customers of telecom companies in the Arab Republic of Egypt. SPSS was used to analyze the causal relationships between the research variables.

Results: The results indicate that sustainable marketing has a significant positive effect on customer retention.

Conclusions (Recommendations and contributions): This research provides practical implications for the telecom industry and offers theoretical insights for researchers interested in studying these variables.

Key words

Customer Retention, Customer Satisfaction, Green Market, Social Responsibility, Sustainable Marketing, Telecom Companies.

AJRS
https://albalqajournal.ammanu.edu.jo/
المجلد (27) العدد (الخاص) 2024
الاستلام: 31/03/2024
القبول: 14/02/2024
النشر: 30/09/2024

مجلة البلقاء للبحوث والدراسات
Al-Balqa Journal for Research & Studies

العلاقة بين التسويق المستدام والاحتفاظ بالعميل
دراسة تطبيقية على عملاء شركات الاتصالات بجمهورية مصر العربية

عبد العزيز علي حسن[1]*، محمد صلاح السيد شلبي[1]

[1]جامعة المنصورة

الملخص

خلفية الدراسة ومشكلتها: تحاول الدراسة استكشاف العلاقة بين التسويق المستدام والاحتفاظ بالعملاء.

الأهداف: هدف هذا البحث إلى دراسة العلاقة بين التسويق المستدام والاحتفاظ بالعملاء، في مجال التطبيق وهو عملاء شركة الاتصالات في جمهورية مصر العربية. واعتمد البحث فلسفة المنهج الوضعي، ونظريتي التحليل الكمي والنوعي كمنهجية للبحث كما استخدم المدخل الاستنتاجي.

الطرق المستخدمة: الأداة المستخدمة لجمع البيانات هي الاستبانة. وبالتالي، تم جمع (440) استبانةً قابلة للاستخدام إلكترونيًّا عبر قنوات التواصل الاجتماعي من العاملين بشركات الاتصالات في جمهورية مصر العربية. بالإضافة إلى استخدام برنامج SPSS لاستكشاف العلاقات السببية بين متغيّرات البحث.

النتائج: تكشف النتائج أنّ التسويق المستدام له تأثير إيجابي على الاحتفاظ بالعميل.

الاستنتاجات (التوصيات والمساهمة): بالإضافة إلى ذلك، فإنّ هذا البحث له أيضًا توصيات عملية ومبادئ توجيهية كبيرة لصناعة الاتصالات، وآثار نظرية للباحثين المهتمين بمتغيرات البحث.

الكلمات المفتاحية

الاحتفاظ بالعميل، التسويق الأخضر، التسويق المستدام، رضا العميل، شركات الاتصالات، المسؤولية الاجتماعية.

Introduction

Digital technology has brought about a significant shift in many facets of human existence, including marketing. This phenomenon has influenced not just how we engage with brands and products but also how we communicate. Amid these swift shifts, the idea of sustainable marketing evolved in response to customer expectations as they became more conscious of social and environmental issues. Examining how sustainable marketing strategies and approaches have changed in tandem with the rapidly evolving digital era is crucial.

A recent Nielsen research (2023) states that over 80% of global consumers value businesses that incorporate sustainable practices into their operations. Additionally, about 70% of consumers said they would be willing to pay extra for goods that benefit the environment. Using digital technology to provide engaging and informative experiences for customers is one strategy for sustainable marketing that is becoming more and more popular. Companies should use social media and other digital platforms to inform customers about sustainable practices and encourage them to get involved in environmental projects, according to a journal article by Green et al. (2022).

Moon-Kom Kim and associates investigated the variables affecting customer retention in Korea's telecom sector in their 2002 study. They treated customer retention as the dependent variable and discovered four major determinants: switching costs, interpersonal interactions, the attractiveness of alternatives, and service recovery. With a sample size of 323 participants, the study concentrated on current mobile users and collected data from high school students, college and graduate students, and working professionals. SPSS 10.0 was used to perform statistical analyses, such as regression analysis, factor analysis, and confidence analysis.

Since communications are the backbone of all business in Egypt, this research is significant because it applies to one of the most important sectors of the country's economy. Communications plays a key role in accelerating economic growth, with the sector contributing 5% of GDP in 2023 (Official website of the Egyptian Ministry of Finance).

Therefore, this research studies the relationship between Sustainable Marketing and Customer Retention in telecom companies in the Arab Republic of Egypt.

Definitions

1. Independent Variable: Sustainable Marketing

Peattie & Charter (2002) defined it as: "The holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, profitably and sustainably".

2. Dependent Variable: Customer Retention

Customer retention refers to the percentage of client relationships that a business can sustain over time after they are established. The idea of customer retention is straightforward: satisfied customers who feel valued and who receive regular, appropriate communication will become repeat customers. It has a significant impact on how quickly enterprises are growing net. For instance, a business that gains 20% more new clients annually but only keeps 85% of its current clientele will only see a 5% net growth rate (20% less 15% drop). However, if the business kept 95% of its customers, it could triple that rate (Aaker, 2012).

Exploratory research

1. literature review

1.1. Sustainable marketing and Customer Retention

pISSN: 1684-0615 / eISSN: 2616-2814 AJRS

The field is unable to keep track of every aspect of sustainable marketing strategies due to their importance. Various viewpoints agree that the following examples demonstrate this:

Businesses operating in markets with varying degrees of socioeconomic development have distinct perspectives on the role that sustainability marketing may play in creating a competitive advantage (Rudawska, 2018).

Rather than being a fad, Sustainable Thinking is an established long-term trend. Consumer perceptions and business practices across the globe indicate that adopting sustainable marketing strategies can provide an advantage over competitors. On the other hand, neglecting to do so could inevitably paint a company as being inattentive, uncompetitive, and disconnected from developing international markets (Fuller, 1999).

Sustainable marketing approaches, such as recycling, composting, energy efficiency, sustainable transportation, and the encouragement of sustainable lifestyles, offer solutions to environmental issues and address climate change (Sequeira & Reis, 2019).

The degree to which service performance meets or beyond the client's expectations is the definition of customer satisfaction with services, according to Kumar (2012), Roberts-Lombard (2009), and Santouridis & Trivellas (2010). Hui and Zheng (2010) similarly described satisfaction as an evaluation of a specific transaction based on perceived quality. Nonetheless, Danesh, Nasab, and Ling (2012) define customer retention as "the future propensity of a customer to stay with the service provider". They maintained that, in addition to consumer pleasure, other variables play a role in client retention. According to Molapo and Mukwada (2011), Ramakrishnan (2006, quoted) defined customer retention as the marketing goal of preventing a customer from moving to a competitor. Edward and Sahadev (2011) state that "customer retention indicates the customer's intention to repurchase a service from the service provider." Customer retention reveals the customer's intention to stick with the service provider. They believe that receiving good customer service and satisfaction are essential preconditions for keeping customers.

Customer retention occurs when a company's satisfied consumers are more likely to make repeat purchases and returns (Singh et al., 2021; Slack et al., 2020). Numerous research has demonstrated the direct and positive relationship between customer satisfaction and customer retention (Byun and Jang, 2019; Kim et al., 2020; Slack and Singh, 2020). Numerous empirical studies of the restaurant industry have validated the finding that customer satisfaction is positively correlated with customer retention (Ryu et al., 2012; Zhong and Moon, 2020). Several research studies have established a connection between customer happiness and retention, and it has been proposed that managers should be aware of this relationship to retain consumers (Sim et al., 2006).

With the same logic, as per the previous literature, researchers developed two hypotheses (1) and (2) as follows:

H1. There is a significant correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer Retention).

H2. Sustainable Marketing significantly affects Customer Retention among Customers of telecom companies in the Arab Republic of Egypt.

2. Academic gap

Dr Rhian Silvestro & Tse How Low (2000) employed customer service, small business service, and wholesale service as the independent factors and customer happiness as the dependent variable. The data

collection approach for this study is interviewing, and it is being conducted in Singapore. The sample size is determined by examining several European nations to evaluate the findings. Longitudinal analysis is the method utilized for the data analysis.

In his study, Xevelonakis (2005) employed customer profitability as an independent variable and retention methods as a dependent variable. This research is being done in Switzerland. Systems for customer transactions are used to collect data. Fifty multinational corporations located in Switzerland comprise the sample size. SOM is the instrument used for data analysis.

Lee (2011) investigated the function of customer loyalty in the US mobile industry. He employed willingness and retention as independent factors and client loyalty as a dependent variable. In America, this study was conducted. Interviews are used to gather the data, and 12,000 participants from nine different nations make up the sample size. The willingness and retention of outcomes have a direct impact on the loyalty of customers. It is suggested that to get better results, the sample size should be raised.

Bob Thompson (2005) studied the loyalty connection through the customer connection. He employed two variables: the customer connection served as the independent variable and the loyalty connection as the dependent variable. Italy is the study's location. Interviews are used to gather data. There are 600 Italian businessmen in the sample. Findings indicate that loyalty is directly impacted by customer relationships.

Customer service and its effects on customer retention and defection were studied by Lori K. Molinari et al. in 2008. In his study, he employed customer retention as the dependent variable and behavioral quality and service quality as the independent factors. This study is being carried out in Germany. There are 223 people in the sample. The method of gathering data involves the use of questionnaires.

Richard Lee et al. (2001) investigated the loyalty of both prepaid and postpaid mobile customers. In their research, they employed loyalty as the dependent variable and service, attitude, switching costs, and mobile telecommunications as the independent variables. This research is being done in Singapore. Questionnaires are used in the data collection process.

Accordingly, researchers conclude that previous studies have overlooked -within the limits of researcher's knowledge- the relationship between Sustainable Marketing and Customer Retention.

3. Pilot study & practical problem

In the Arab Republic of Egypt, until this research is performed, there are (4) licensed telecom companies. Researchers performed a pilot study to explore the relationship between Sustainable Marketing and Customer Retention. Structured interviews were held with (30) Customers of these companies.

Researchers asked (2) questions, while interviewees were required to choose one of three alternatives: Yes, I am not sure, and No. interviewees were allowed to interpret their answers and tell more detailed information about their preferences.

Questions were as follows:

(1) Do you prefer Sustainable Marketing or Traditional Marketing?

(2) Do you think that Sustainable Marketing has a positive effect on Customer Retention?

Obtained answers to these questions were as follows:

• 60% of respondents prefer Sustainable Market-

pISSN: 1684-0615 / eISSN: 2616-2814 AJRS

ing belong to younger generations Y

• and Z.

• 70% of respondents decide that Sustainable Marketing Affects Customer Retention.

Research Problems & Questions

Based on the academic gap, the practical gap, and the researcher's observations, the problem of the current research was stated as follows:

The current research problem is to investigate the relationship between Sustainable Marketing and Customer Retention in telecom companies in the Arab Republic of Egypt.

To address the research gap, the following two questions are asked:

Q1. What is the nature of the correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer Retention)?

Q2. What is the effect of Sustainable Marketing on Customer Retention among Customers of telecom companies in the Arab Republic of Egypt?

Research Objectives

By investigating the research gap and its questions, this research embraces the following objectives:

O1. Determining the nature of the correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer Retention).

O2. Measuring the effect of Sustainable Marketing on Customer Retention among Customers of telecom companies in the Arab Republic of Egypt.

Research Hypotheses

This research develops two central hypotheses based on previous studies to answer the research questions. These hypotheses are as follows:

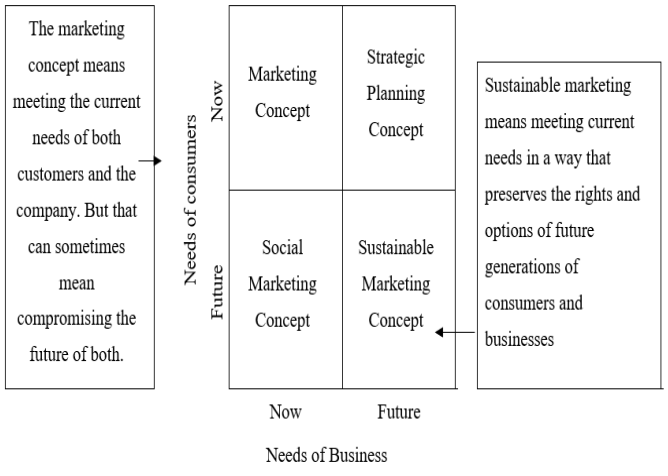
H1. There is a significant correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer Retention).

H2. Sustainable Marketing significantly affects Customer Retention among Customers of telecom companies in the Arab Republic of Egypt.

Theoretical framework

The concepts of marketing and sustainable marketing are contrasted in Figure 1. The marketing notion acknowledges that businesses survive daily by identifying the needs and desires of their target market's consumers and meeting those needs and desires faster, cheaper, and more effectively than their rivals. It emphasizes providing clients with what they want right now to meet the company's short-term needs for growth, profit, and sales. Nevertheless, it's not always in the best interests of customers or the company's future to immediately meet their demands and wants.

Figure (1): compares the Sustainable Marketing concept with Marketing



Source: Philip Kotler, Gary Armstrong, Principles of marketing, 14 edition, Pearson New Jersey, 2010, p.583

Customer retention refers to a set of operations used by a firm to grow the number of customers while also increasing the profitability of each existing customer. Using client retention techniques allows you

to get more value out of your customer base in addition to providing it. It's important to make sure that the clients you've worked so hard to win over stick around and continue to find value in your offerings. Prasad and Jakka (2017) summarize that acquisitions establish a foundation of customers. The term "customer retention" describes the initiatives and practices used by businesses and organizations to lower the rate of customer attrition. As many consumers as possible can be kept by businesses with the use of customer retention strategies, which frequently involve brand and customer loyalty campaigns.

It is important to remember that customer retention begins with the first contact a customer has with a company and continues throughout the entire duration of the relationship. The customer retention definition in marketing is the process of engaging existing customers to continue to buy products or services from your business. It is different from customer acquisition or lead generation because you have already converted the customer at least once. The best customer retention tactics enable you to form lasting relationships with consumers who will become loyal to your brand. They might even spread the word within their circles of influence, which can turn them into brand ambassadors. Customer retention refers to the ability of a company or product to maintain its customers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy, or in some other way do not defect to another product or business, or to non-use entirely. Selling organizations generally attempt to reduce customer defections. Customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship and successful retention efforts take this entire lifecycle into account.

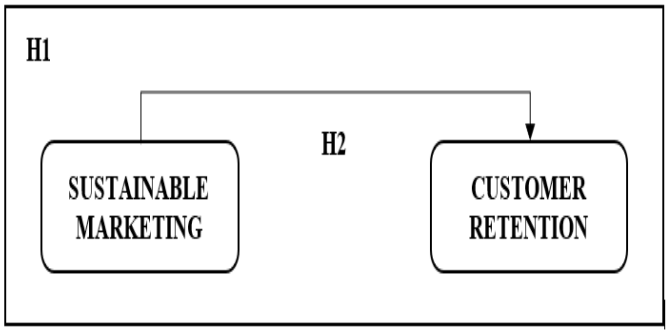
A company's ability to attract and retain new customers is related not only to its product or services, but also to the way it services its existing customers, the value the customers generate by utilizing the solutions, and the reputation it creates within and across the marketplace. Successful customer retention involves more than giving the customer what they expect. Generating loyal advocates of the brand might mean exceeding customer expectations. In effect, this means being customer-centric, that is putting customer value rather than maximizing profits and shareholder value at the center of business strategy. The key differentiation in a competitive environment is often the delivery of a consistently high standard of customer service. Furthermore, in the emerging world of customer success, retention is a major objective (Fournier & Srinivasan, 2018).

A conceptual framework for the relationships between research variables

Based on the above relationships, this research adopts the following framework Figure 2.

Figure (2): The Conceptual Framework for the relationship between research variables

Source: Prepared by researchers according to literature review.



Research Significance

In 2022, the telecom industry will have new opportunities and will face new challenges as a result of the dynamic regulatory, technological, and competitive environment (Arbanas & Littmann, 2022).

The Ministry of Finance statistics indicated that the National Telecommunications Regulatory Authority had earned profits of £5.8 billion over the last year 2021, an increase of 24 percent over the previous year. The Communications Regulatory Authority has thus occupied fifth place in the net profit arrangement of economic bodies during the fiscal year 2021-2022 (Official website of the Ministry of Finance).

Telecom plays a significant role in providing the necessary technology for social communications. It's imperative to the success of organizations. The findings of this research will benefit both the development of the science and the development of the field of application.

1. The Development of Science:

It focuses on specific sides of Sustainable Marketing, and Customer Retention, which were not discussed in this deep before. This research provides a wider investigation of these variables and the proper relationships between them. Also, it highlights new gaps that motivate researchers to investigate further studies.

2. The Development of the Field of Application:

It establishes a new deeper understanding of the professional framework for top management to apply the aspects of strategic intelligence. In the era of Industry 4.0, Service providers must be aware of the relationships discussed in this research and be able to use them to maintain an elevated level of competitive advantage.

Data Analysis, Results, and Interpretations

Research data was collected during the period from January 2024 to February 2024. Using Google Forms, the researchers designed an electronic version of the questionnaire which was published to Customers at telecom companies through social media channels like Facebook Pages, Facebook Groups, and WhatsApp Groups interested in telecom companies in Egypt. Total responses were (451), while accepted responses were (440). Researchers exported the collected data from Google Forms to Google Sheets and then to Excel Sheets in which items were coded and formatted to be ready for SmartPLS.

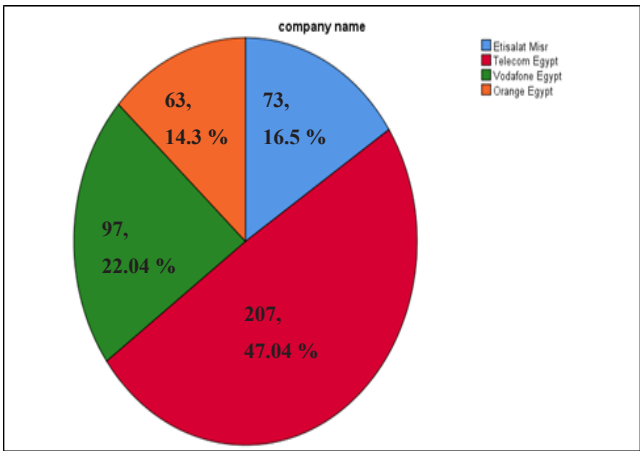
Sample Description

Accepted responses to the questionnaire were (440), described as follows:

1. Sample distribution according to Company Name

As shown in Figure 3, the number of segment (Etisalat Misr) was (73) Responses, while the number of segment) Telecom Egypt) was (207), and the number of segment (Vodafone Egypt) was (97), and the number of segment (Orange Egypt) was (63), as shown in the next figure:

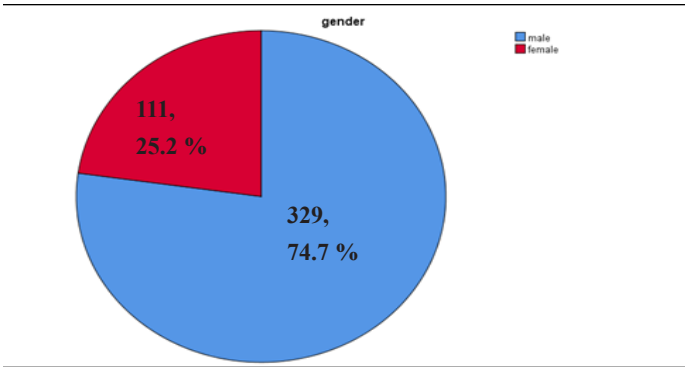
Figure (3): Sample distribution according to Company Name
Source: Prepared by researchers according to statistical analysis



2. Sample distribution according to Gender

As shown in figure 4, the number of males was (329) Responses, while number of females was (111) Responses:

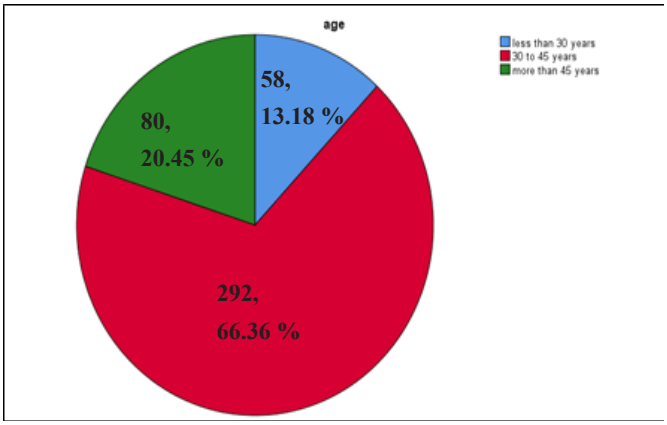
Figure (4): Sample distribution according to Gender
Source: Prepared by researchers according to statistical analysis



3. Sample distribution according to Age

As shown in Figure 5, the number of segments (less than 30 years) was (58) Responses, while the number of segments) 30 to 45 years(was (292), and the number of segments (more than 45 years) was (90):

Figure (5): Sample distribution according to Age
Source: Prepared by researchers according to statistical analysis



Descriptive Statistics

According to Ong et al., (2017), data analysis is a necessary step before testing the measurement model, particularly when utilizing structural equation modeling. Before commencing the statistical investigation, researchers took certain measures to confirm that the necessary circumstances for the statistical procedures were in place.

Structural Equation Modeling

According to Ong & Puteh (2017), structural equation modeling (SEM) is a statistical tool that uses a confirmatory approach incorporating hypothesis testing to investigate a structural theory based on specific facts. SEM also denotes causal techniques that provide explanations for a wide range of variables. Such variables can be observed as either latent or manifest. The observed variable is measured directly, but the latent variable is assessed indirectly using two or more observed variables.

Furthermore, SEM investigates the links between one or more independent and dependent variables by measuring the fitness level of hypothetical constructions using data acquired. SEM is becoming more popular in the realms of psychology and social sciences, where it is recognized as a fundamental tool. The current research utilized partial least squares (PLS) analysis, precisely Smart PLS version 7.0.

1. Direct relationships between research variables (Sustainable Marketing, Customer Retention)

Table (3): Pearson Correlation factors matrix between Variables

	Sustainable Marketing	Customer Retention
Sustainable Marketing	1	**0.747
Customer Retention	**0.747	1

Source: Prepared by researchers according to statistical analysis

As shown in Table 3, there is a positive significant correlation between all Variables (Sustainable Marketing, Customer Retention), and all correlation coefficients are moderately significant at the 0.01 significant level.

Table (1): Descriptive Statistics of Sustainable Marketing

Sustainable Marketing	SA 5	A 3	U 3	D 2	SD 1	Mean	Standard Deviation
1. Sustainable Marketing is a valuable tool for telecom companies to differentiate themselves from their competitors.	84 (35.7%)	53 (22.6%)	53 (22.6%)	17 (7.2%)	27 (11.5%)	2.65	1.34
2. Sustainable Marketing can improve telecom companies reputations.	113 (48.1%)	43 (18.3%)	55 (23.4%)	18 (7.7%)	5 (2.1%)	4.03	1.11
3. Sustainable Marketing can improve telecom companies' ability to enhance their credibility.	64 (27.2%)	39 (16.6%)	54 (32%)	63 (26.8%)	14 (6%)	3.32	1.29
4. Sustainable Marketing can build a positive image for telecom companies.	47 (20%)	51 (21.7%)	28 (11.9%)	72 (30.6%)	36 (15.3%)	3.00	1.40
5. Sustainable Marketing can attract more customers to telecom companies.	68 (28.9%)	57 (24.3%)	5 (2.1%)	50 (21.3%)	54 (23%)	3.15	1.59
Average Mean/SD						3.32	1.35

Source: Field Survey, 2024.

Table (2): Descriptive Statistics of Customer Retention

Customer Retention	SA 5	A 4	U 3	D 2	SD 1	Mean	Standard Deviation
6. I recommended the company to someone who seeks my advice.	130 (55.3%)	40 (17%)	46 (19.6%)	8 (3.4%)	4 (1.7%)	4.25	1.01
7. I am committed to the company.	28 (11.9%)	27 (11.5%)	34 (14.5%)	13 (5.5%)	126 (53.6%)	2.20	1.50
8. I say positive things about the company to others.	26 (11.1%)	35 (14.9%)	27 (11.5%)	50 (21.3%)	90 (38.3%)	2.37	1.42
9. If the company is not available, I will not try an alternative.	114 (48.5%)	45 (19.1%)	48 (20.4%)	8 (3.4%)	13 (5.5%)	4.05	1.17
10. I would continue to do business with the company if its prices increased somewhat.	107 (45.5%)	19 (8.1%)	29 (12.3%)	71 (30.2%)	2 (0.9%)	3.69	1.35
Average Mean/SD						3.31	1.29

Source: Field Survey, 2024.

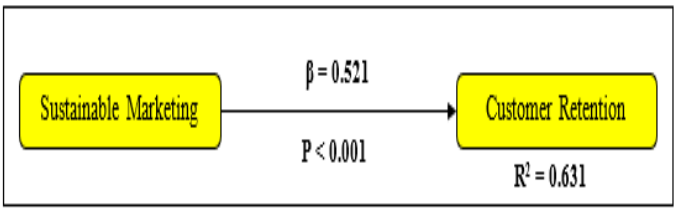
1.1. The relationship between Sustainable Marketing and Customer Retention

As shown in Figure 6, Sustainable Marketing significantly affects Customer Retention among Customers of telecom companies in the Arab Republic of Egypt at P Value <0.001.

The value of the coefficient of determination R2 reached (0.631), which indicates that changes in (Sustainable Marketing) contribute to explain 63% of the change that occurs in the dependent variable (Customer Retention), and the rest of the percentage is due to other factors not mentioned in this model.

Figure (6): Direct effects of Sustainable Marketing on Customer Retention

Source: Prepared by researchers based on smart PLS V 4.0 Statistical analysis outputs.



Findings and Recommendations

Research Questions Revisited

Table 4 below shows the overall view for Research Questions, Objectives, Hypothesizes, and Results of Testing hypotheses as follows:

Table (4): Research Questions, Objectives, Hypothesizes, and Results

Research Questions	Research Objectives	Research Hypothesizes	Results of Testing Hypothesizes
Q1. What is the nature of the correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer ?(Retention	O1. Determining the nature of the correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer Retention).	H1. There is a significant correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer .(Retention	Accepted
Q2. What is the effect of Sustainable Marketing on Customer Retention among Customers of telecom companies in the Arab Republic of ?Egypt	O2. Measuring the effect of Sustainable Marketing on Customer Retention among Customers of telecom companies in the Arab Republic of Egypt.	H2. Sustainable Marketing significantly affects Customer Retention among Customers of telecom companies in the Arab Republic of Egypt.	Accepted

Source: Prepared by researchers based on Literature, Data, and Statistical analysis outputs.

Research Findings and Their Interpretations

Table 5. below is the summary of research findings compared to the literature:

Table (5): Research Findings Compared to Literature

Research Findings	Compared to literature
There is a significant correlation relationship between the research variables dimensions (Sustainable Marketing, and Customer .(Retention	Within the researchers' knowledge, there are no previous studies that have previously investigated this relationship
Sustainable Marketing significantly affects Customer Retention among Customers of telecom companies in the Arab Republic of Egypt.	Within the researchers' knowledge, there are no previous studies that have previously investigated this relationship

Source: Prepared by researchers based on Literature.

Perhaps Etisalat Misr was the pioneer in the field of social responsibility in the communications and information technology sector in Egypt. Since it entered the Egyptian market in 2007, the company has worked to launch programs within the "Cause-Based

CSR" concept, which is based on paying attention to one or a few specific issues and harnessing all of the company's capabilities to serve these issues. These programs included, for example, but were not limited to: "Water is the Origin of Life", Supporting Autism", and "Supporting the Deaf and Dumb".

Theoretical Implications

Based on current research, researchers recommend these topics for future research:

1. Study the effects of research variables applied to other sectors, such as Banks.

2. Study the effect of Sustainable Marketing on Customer Retention by mediating another variable.

3. Study the effect of Customer Engagement on Customer Retention.

Practical Implications

Based on the results of the current research, researchers summarized the practical recommendations in Table 6 as follows:

Table (6): Research recommendations for the field of practice

Practical Recommendations	Notes for application	
1. Telecom companies should	Who?	Top management in cooperation with the marketing department.
2. Use several tools for 7P's Sustainable Marketing Mix in the communication industry.	How?	Establish a Sustainable Marketing unit.
	When?	Along the service cycle: Before, During, and Post-Purchase Stages.
3. Telecom companies should identify the customer's interests in Sustainable Marketing.	Who?	Marketing department.
	How?	Using questionnaire.
	When?	Along the service cycle: Before, During, and Post-Purchase Stages.

Source: Prepared by researchers based on Literature.

References

Aaker, D. A. (2012). Building strong brands. Simon and Schuster.

Arbanas, J., & Littmann, D. (2022). 2022 Telecom Industry Outlook. Deloitte.

Byun, J., & Jang, S. (2019). Can signaling impact customer satisfaction and behavioral intentions in times of service failure? Evidence from open versus closed kitchen restaurants. Journal of Hospitality Marketing & Management, 28(7), 785-806. https://doi.org/10.1080/19368623.2019.1592747

Danesh, S. N., Nasab, S. A., & Ling, K. C. (2012). The study of customer satisfaction, customer trust and switching barriers on customer retention in Malaysian hypermarkets. International Journal of Business and Management, 7(7), 141-150. https://doi.org/10.5539/ijbm.v7n7p141

Edward, M., & Sahadev, S. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction, and customer retention linkage. Asia Pacific Journal of Marketing and Logistics, 23(3), 327-345. https://doi.org/10.1108/13555851111143240

Fournier, S., & Srinivasan, S. (2018). Branding and the risk management imperative. NIM Marketing Intelligence Review, 10(1), 10-17. https://doi.org/10.2478/nimmir-2018-0002

Fuller, D. A. (1999). Sustainable marketing: Managerial-ecological issues. SAGA Publications.

Green, S., Johnson, M., & Smith, R. (2022). Leveraging digital platforms for sustainable marketing: A social media perspective. Journal of Sustainable Business Strategies, 8(2), 45-62.

Hui, E. C., & Zheng, X. (2010). Measuring customer satisfaction of FM service in the housing sector: A structural equation model approach. Facilities, 28(5/6), 306-320. https://doi.org/10.1108/02632771011031494

Kim, W., Kim, H., & Hwang, J. (2020). Sustainable growth for the self-employed in the retail industry based on customer equity, customer satisfaction, and loyalty. Journal of Retailing and Consumer Ser-

vices, 53, 101963. https://doi.org/10.1016/j.jretconser.2019.101963

Kotler, P., & Armstrong, G. (2010). Principles of marketing (14th ed.). Pearson.

Kumar, K. S. (2012). Expectations and perceptions of passengers on service quality concerning public transport undertakings. IUP Journal of Operations Management, 11(3), 60-73.

Lee, J. W. (2011). Critical factors promoting customer loyalty to smartphone and mobile communications service providers. Academy of Marketing Studies Journal, 15, 59-69.

Lee, R., Murphy, J., & Dickinger, A. (2006). Investigating the loyalty of pre-paid and postpaid mobile customers. In International Conference on Business and Information (pp. 12-14).

Molinari, L. K., Abratt, R., & Dion, P. (2008). Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context. Journal of Services Marketing, 22(5), 363-373. https://doi.org/10.1108/08876040810889139

Moon-Koo, K., Jong-Hyun, P., & Myeong-Cheol, P. (2002). Customer retention in the telecom sector. Journal of Electronics and Telecommunications Research Institute, Korea, pp. 125-143.

Nielsen. (2023). Global Sustainability Report 2023.

Official website of the Egyptian Ministry of Finance. (n.d.). Retrieved from https://mof.gov.eg/en

Peattie, K., & Charter, M. (2002). The marketing book (5th ed.), Chapter 28, p. 747.

Prasad, M. C. J., & Jakka, S. R. (2017). An effectual and pragmatic assessment and suggestive points on customer loyalty and retention for multiple domains. International Journal of Research in IT and Management, 7(4), 83-97.

Ramakrishnan, K. (2006). Customer retention: The key to business performance. Strategic Marketing, 6(2), 7-9.

Roberts-Lombard, M. (2009). Customer retention strategies of fast-food outlets in South Africa: A focus on Kentucky Fried Chicken (KFC), Nando's, and Steers. Journal of African Business, 10(2), 235-249. https://doi.org/10.1080/15228910903187895

Rudawska, E. (2018). The sustainable marketing concept in European SMEs: Insights from the food & drink industry (1st ed.). Emerald Publishing Limited.

Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. International Journal of Contemporary Hospitality Management, 24(2), 200-223. https://doi.org/10.1108/09596111211206141

• Santouridis, I., & Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. The TQM Journal, 22(3), 330-343. https://doi.org/10.1108/17542731011035550

Sequeira, T., & Reis, L. (2019). Climate change and global development market, global players and empirical evidence. Springer Nature.

Silvestro, R., & Low, T. H. (2000). The asymmetric relationship between customer satisfaction, dissatisfaction, loyalty, and financial performance in B2B companies. Journal of Operations Management, 18(6), 577-589. https://doi.org/10.1016/S0272-6963(00)00045-5

Sim, J., Mak, B., & Jones, D. (2006). A model of customer satisfaction and retention for hotels. Journal of Quality Assurance in Hospitality & Tourism, 7(3), 1-23. https://doi.org/10.1300/J162v07n03_01

Singh, G., Slack, N., Sharma, S., Mudaliar, K., Narayan, S., Kaur, R., & Sharma, K. U. (2021). Antecedents involved in developing fast-food restaurant customer loyalty. The TQM Journal, 33(8), 1753-1769. https://doi.org/10.1108/TQM-09-2020-0210

Slack, N. J., & Singh, G. (2020). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction: Supermarkets

in Fiji. The TQM Journal, 32(3), 543-558. https://doi.org/10.1108/TQM-01-2020-0001

Slack, N., Singh, G., & Sharma, S. (2020). Impact of perceived value on the satisfaction of supermarket customers: Developing country perspective. International Journal of Retail & Distribution Management, 48(11), 1235-1254. https://doi.org/10.1108/IJRDM-09-2019-0305

Thompson, B. (2005). The loyalty connection: Secrets to customer retention and increased profits. RightNow Technologies.

Xevelonakis, E. (2005). Developing retention strategies based on customer profitability in telecommunications: An empirical study. The Journal of Database Marketing & Customer Strategy Management, 12(3), 226-242. https://doi.org/10.1057/palgrave.dbm.3240257

Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. Foods, 9(4), 460. https://doi.org/10.3390/foods9040460

Declaration of conflict of interest:

The researchers declares and undertakes that there is no conflict of interest with any person or institution. This research has not been previously published in any way, whether written, read, published, visual or audio.

Funding statement:

This research did not receive any financial support.

Biography of researchers

Abd El-Aziz Ali Hassan

Professor of Marketing and Head of the Department of Business Administration at the Faculty of Commerce, Mansoura University, former Vice Dean of Postgraduate Studies and Cultural Research, and author of more than 8 books on marketing and human resources.

Email: tatweer_tnmya@yahoo.com
ORCID: https://orcid.org/0000-0002-9386-9674

Mohamed Salah Shalabi

Doctorate in Business Administration, Faculty of Commerce, Mansoura University
ORCID: https://orcid.org/0009-0001-7207-205X