



Interactive Commitment and Marketing Performance of Micro and Small Enterprises in Nyanza Region, Kenya

Kenneth Kaunda¹ Professor John Kuria Thuo², Dr. Evans Kwendo³

Masinde Muliro University of Science and Technology
Correspondence email:

Article history

Received: June 23, 2023

Received in revised form: November 1, 2023

Accepted: December 8, 2023

Available online: <https://research.lukenyauniversity.ac.ke/>

ABSTRACT

Marketers and managers try to get value able feedback form customers for the formation of long-term relationship which creates customer loyalty. To reinforce the relationship there is need for marketers to comprehend the extent to which a high degree of interactive commitment will enhance impact on loyalty and marketing performance outcomes. This is because the catalyst of positive customer relationship is a satisfied customer base fomented by interactive commitment. Therefore, in the context of developing countries the current study has focused on the influence of interactive commitment on the marketing performance of micro and small enterprises in Nyanza region, Kenya. A cross-sectional survey research design was adopted with a target population of 3,211 registered MSE owners in the Nyanza out of which sample size of 356 was selected using Yamanes (1967) formula. Data was collected using questionnaires and analyzed using descriptive statistics and inferential statistics

using SPSS version 26.0. From the findings, interactive commitment explained 41.2 percent variation on marketing performance. A coefficient of .540 indicated that a unit change in interactive commitment leads to .540 units of positive change in marketing performance. In conclusion interactive commitment significantly affects marketing performance ($t=15.595$, $P<0.05$). In light of this, the study came to the conclusion that interactive commitment affects marketing performance. As a result, it follows that correct and efficient interactive commitment will probably result in higher marketing performance. In order to increase marketing performance, MSEs should desire to build a solid connection, be willing to make short-term sacrifices to sustain the relationship, and develop confidence in the durability of the relationship.

1.0 BACKGROUND OF THE STUDY

Customer loyalty has great importance and agonizes among connoisseur, academician and professionals in ample industries

(Tanveer, Kashif, & Salman, 2015). There in customer relationship management, customers are not considered as outsiders but as insiders to the business and aims to build a long-term relationship with them to win their loyalty. This is because customer loyalty is a result of a consistent satisfactory experience, which leads customers to favor one brand over the others. Therefore, marketers and managers try to get value able feedback form customers for the formation of long-term relationship which creates customer loyalty (Roshani, 2009). To reinforce the relationship there is need for marketers to comprehend the extent to which a high degree of interactive commitment will enhance impact on loyalty and marketing performance outcomes. This is because the catalyst of positive customer relationship is a satisfied customer base fomented by interactive commitment.

Lovelock, (1999) described that consumer satisfaction was indivisibly related to consumer faithfulness and association with commitment and greatly pleased consumers expand optimistic word of mouth and opportunity into an on-going advertisement for an association finally service had delighted consumers and highly pleased consumers might be more magnanimous. As SET gives interactive marketers the building blocks to use to start trade relationships through ongoing interactions, each side of the exchange is required to fulfill their commitments and should profit, if the engagement is to last for a long time. Also, loyal clients or customers are more likely to start thinking about making another purchase because of this perceived fair treatment, which is one of the elements of social exchange theory. Because of this, the more satisfied consumers are, the more likely they are to be loyal, which will eventually result in repurchase intentions. A balanced and honest relationship will result in less calculatively

and more affectively committed customers, more satisfied customers, and therefore in a long-lasting profitable relationship for both parties (Wetzels, De Ruyter, & Van Birgelen, 1998). Interactive commitment encourages consumers to provide constructive comments on the company's performance. Customer commitment provides service providers with the opportunity to rethink strategy process and outcomes. It offers companies the chance to appropriately target their customers, reduce switching behavior and increase long-term profitable relationships. According to Anderson, Hakansson, and Johanson, (1994) the concept of commitment captures not only the continuity but also the growth in relationships between exchange partners. Commitment is essential to successful long-term relationships and an important driver of consumer loyalty and marketing performance. There are three forms of customer commitment: relational commitment, instrumental commitment and value-based commitment (Amyx, Bhuian, & Shows, 2016). At the same time, there is an interactive commitment between customer and service provider. This builds on the work of Somers in organizational behavior and the work of Heide and John in relationship marketing (Noor, 2013).

Customer commitment is a retention strategy that focuses on keeping people loyal by consistently delivering on the brand's value proposition and fostering relationships. However, there are conflicting arguments about the concept of interactive commitment. For instance, Buttle, (1996) found little evidence that customers want to enter into long-term relationships. In addition, udorn, bloom, zeithaml, and Udorn, (1998) who argue that there is no clear reason why individual consumers would want to commit to long term relationships with a particular firm. The relationship-quality route to commitment subscribes to the view that commitment takes time and is formed

through repeated interactions between exchange partners (Dwyer, Schurr, & Oh, 1987). However, interactive commitment leads to relationship growth; widening and deepening of interactions between exchange partners (Sashi, 2012). A high degree of customer contact, commitment and services are therefore essential features of CRM (Ramakrishnan., 2006). On the basis of the research by the World Bank (2018) and PWC (2017), the majority of MSEs in Kenya are founded by young people and are typically characterized by a high mortality rate, with three out of five of these businesses failing within their first three years of operation and failing to celebrate their third anniversary, which is a failure rate of 60%. The national government expanded the Kenya Youth Employment and Opportunity Programme (KYEOP) to the region in order to provide entrepreneurial training as a result of an increase in MSEs, particularly in the Nyanza region (Kisumu County, 2019). An exceptional performance and a lower failure rate would be anticipated. Nonetheless, the MSEs in the region continue to have performance issues, with a failure rate of 65%, despite the trainings provided and the marketing plans in place (KEPSA-KYEOP, 2019). Therefore, in the context of developing countries the current study has focused on the influence of interactive commitment on the marketing performance of micro and small enterprises in Nyanza region, Kenya.

1.3 Objective of the Study

1.3.2 Specific Objectives

The specific objectives of the study were:

- I. To determine the influence of interactive commitment on the marketing performance of micro and small enterprises in Nyanza region, Kenya.

2.0 EMPIRICAL REVIEW

2.1 Influence of Interactive Commitment on Marketing Performance of Firms

Majority of the studies examining the link between interactive commitment and business success have discovered a positive association, showing that participating in interactively stimulating activities stimulates repeat business, which enhances firm performance. Using a five-point Likert scale questionnaire to assess customer satisfaction, trust, and commitment as predictors of customer loyalty within an optometric practice environment, Vuuren, Roberts-Lombard, and Tonder (2012) found that customer commitment significantly influences customer loyalty within an optometric practice environment, leading to improved performance. Sutanto and Djati (2017) identified a substantial association between customer loyalty and trust, contentment, and commitment while studying on the impact of these factors at the alfamart retail in Indonesia, which provided more evidence in support of their findings. In his study, Hultén (2007) showed that compared to passive consumers, who use the services seldom, active customers, are more relational, with high levels of trust and commitment. This was found when employing direct marketing (DM) and online activities as marketing tools to explore the idea of trust, commitment, and relationships in a processing laboratory in Sweden.

On the other hand, Bricci, Fragata, and Antunes (2016) conducted a study to ascertain how client loyalty in the Portuguese distribution business is impacted by trust, commitment, and satisfaction. The study found that loyalty and trust are directly and positively impacted by commitment; as a result, it is crucial for businesses to foster more accountability, team building, employee empowerment, and co-creation of

value. The results of a test evaluating the interaction influence of organizational commitment and work participation on different forms of absenteeism among Midwestern bus drivers were similar to those of Mathieu and Kohler (1990). In their study on customer satisfaction, trust, and commitment as determinants of customer loyalty within an upbeat practice environment, Vuuren et al. (2012) showed that customer commitment strongly influences customer loyalty. In their investigation of the impact of trust, satisfaction, and commitment on client loyalty, Sutanto and Djati (2017) make a similar observation. Bricciet al. (2016) found that commitment has a direct and beneficial impact on both trust and loyalty in their further research on the relationship between customer loyalty and satisfaction, trust, and

3.0 RESEARCH METHODOLOGY

3.1 Research Philosophy

According to Creswell (2012), research philosophy is the fundamental viewpoint that a researcher has towards the proper methods for gathering, analyzing, and using data for a certain study. This study employed positivist research methodology since it gave the researcher the chance to formulate hypotheses based on the specified objective and statistically evaluate it in order to draw findings that could be compared to theories already in existence.

3.2 Research Design

As the data on the variables in this study were gathered in a snapshot to represent what was happening at that particular moment in time, the researcher used a cross-sectional survey research methodology. Cooper and Schindler (2006) posits that a cross sectional survey

commitment in the Portuguese distribution industry. In each of these researches, we examined the relationship between commitment and client loyalty. The current study looked at how commitment affects MSE marketing performance, a topic that seems to be understudied in the majority of earlier studies. Prior research on interactive commitment and business success was done in industrialized nations including Portugal, Sweden, and Indonesia. Given that various countries have distinct social, economic, and cultural perspectives, these studies found a positive association; nevertheless, the findings may not apply or may differ in other nations. The present research on interactive commitment and marketing performance among MSEs in the Nyanza Area of Kenya was therefore expected to close the gap.

design gives the researcher the chance to get information from many organizations at a certain period. In addition, it gives the researcher the chance to collect quantitative or qualitative data from the intended audience.

3.3 Target Population

The target population was 3,211 registered MSE owners in the Nyanza area by Kenya National Chamber of Commerce and Industry (KNCCI) As of September 30, 2022 (KNCCI Chapter, 2021) as presented in table 3.1. MSEs were specifically chosen for the study because they had a variety of qualities and because the empowerment on the social and economic fronts that these kinds of enterprises were thought to provide for Kenyan residents. MSEs contribute significantly to the economy, especially by giving young people jobs (GOK, 2015).

Table 3. 1: Target Population

NO.	County	Number of MSE's Owners
-----	--------	------------------------

1	Kisumu county	431
2	Siaya county	705
3	Homabay county	933
4	Kisii county	432
5	Nyamira county	270
6	Migori county	440
TOTAL		3,211

Source: KNCCI County chapters registration database (2021)

3.4 Sample Size

The sample size is the overall number of respondents who fit the study's target demographic (Bryman and Bell, 2011). An acceptable confidence interval for choosing the sample size for generalization is one of 1% to 5%. (Saunders et al. 2014). Israel, 1992; Bartlett, Higgins, and Kortlik (2001) posits that the bulk of social science research utilizes an alpha level of 0.05; as a result, hence the researcher chose to employ a confidence interval of 5%. As the target population was specified, the study used the Yamane (1967) formula to determine the sample size.

$$n = \frac{N}{1 + N(e^2)}$$

Where:

n= preferred sample size

N= Population

e = margin of error at 5% (standard value of 0.05) for 95% confidence level.

The sample size will be determined as follows given the population of 3,211.

$$n = \frac{3,211}{1 + 3,211(0.05^2)} = 355.69 \approx 356$$

Hence, the 3,211 target population yielded a sample size of about 356. The sampling fraction $f = n/N$ was then used to calculate the sample size for each county. The distribution of the sample size among the six Counties that make up the Nyanza area is seen in Table 3.2;

Table 3. 2: Sample Size Distribution per County

NO.	County	Number of MSE's Owners	Percentage (%)	Sample Size
1	Kisumu county	431	12.5	48
2	Siaya county	705	23.5	78
3	Homabay county	933	32.6	104
4	Kisii county	432	12.5	48

5	Nyamira county	270	6.0	30
6	Migori county	440	12.9	48
TOTAL		3,211	100	356

Source: Current Researcher, 2022

3.5 Data Collection Instruments

For this study's primary data, questionnaires were used to gather the information. Respondents were given the assurance that their answers would be completely anonymous and confidential before the data collecting instrument was administered. The survey used a Likert scale with five possible outcomes: not at all, low, moderate, high, and very high. One represents not at all, two means low, three means moderate, four means high, and five means extremely high.

3.6 Data Analysis

Upon receipt, the affirmative replies from the questionnaires were examined for consistency and completeness in order to get them ready for statistical analysis using SPSS version 26. The gathered data was then examined by use of descriptive and inferential statistics. The hypotheses were tested at .05 significance level using simple, regression analysis.

The general regression model expressed will be as follows:

$$MP = \beta_0 + \beta_2 ICn + \epsilon \dots \dots \dots 3.1$$

Where: MP = Marketing performance
 β_0 = is the intercept
 ICn =Interactive Commitment
 ϵ = error term

4.0 FINDINGS, CONCLUSION AND REPRESENTATION

4.1 Descriptive analysis

4.1.1 Interactive commitment

The respondents were asked to score their view of interactive commitment on a scale of 1 to 5, where 1 was the least amount, 2 the most amount, 3 the most amount, 4 the most amount, and 5 the highest amount. The results were calculated and shown as indicated in Table 4.1 for their means, standard deviations, and SE.

Table 4. 1: Response on interactive commitment

	N Statistic	Mean Statistic	Std. Error	Std. Deviation Statistic
Repeat orders from customers	356	3.38	.055	1.007
Orders from referred customers	356	3.28	.056	1.046
Customers encouraged to provide views	356	3.37	.067	1.263
Consider feedback with open mind	356	3.94	.060	1.122
Customers not distracted by competitors	356	2.74	.062	1.155

Customers recommend our business	356	3.73	.060	1.124
Customers follow us on social media	356	2.73	.076	1.440
Aggregate mean		3.31	.062	1.17

Source: Survey Data (2022)

Findings in Table 4.1 show that considering customer input with an open mind had the greatest mean score of 3.94 and standard deviation of 1.122, while social media followers had the lowest mean score of 2.73 and standard deviation of 1.440. This implies that whereas majority of the MSEs considered feedback from customers with an open mind, they agreed to a low extent with customers following on social media. Further, repeat orders from customers, customer recommendation, provision of views by the customer, orders from referred customers and no distraction from the competitors had mean values of 3.73, 3.38, 3.28, 3.24, 3.37, and 2.74, respectively. The findings also showed that the overall mean score was 3.31. This suggests that interactive commitment was seen as a factor that influences their marketing performance to a considerable amount.

4.1.2 Marketing Performance of Micro and Small Enterprises

The dependent variable, marketing performance, was evaluated using seven components, including; customer positive attitude, feedback handling, increased sales, meeting customer demands, uniqueness of product, pride in product association and valuing of products by customers. On the basis of these characteristics, respondents were asked to score the marketing performance. The scale went from 1 to 5, with 1 being completely absent, 2 being of low extent, 3 being of moderate extent, 4 being of great extent, and 5 being of extremely high extent. Table 4.2 displays the findings.

Table 4. 2: Marketing performance of Micro and Small Enterprises

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Customers have positive attitude towards us	356	3.82	.052	.982
Feedback handled and delivered efficiently	356	3.76	.053	1.007
We realize increased sales and customer visits	356	3.55	.051	.963
We meet customer demands and expectations	356	3.87	.048	.885
Customers uniquely identify our products	356	3.45	.056	1.045

Customers proud to be associated with us	356	4.11	.039	.736
Customers value our products and services	356	4.25	.043	.809
Aggregate mean		3.83	0.048	0.918

Source: Survey Data (2022)

According to Table 4.7, the majority of MSEs believed that their consumers appreciated and expressed pleasure with their goods and services, as shown by the highest mean score of 4.25. Also, as evidenced by a mean score of 4.11 (Sd = 0.736), the customers' pride in their business was also valued as the finest deed performed. This suggests that the respondents valued their customers' sense of pride in their relationship with them. However, meeting of customers' demands and expectation, positive attitude, handling of feedback, increased sales and unique product identification registered the lowest mean scores of 3.87, 3.82, 3.76, 3.55 and 3.45 respectively. Therefore, the firms' level of marketing performance was rated moderately. The overall mean score for marketing effectiveness was 3.83, with a 0.918 standard deviation. As a result, the majority of respondents did engage in a

significant way on actions that improve marketing success.

4.2 Influence of Interactive Commitment on Marketing Performance of Micro and Small Enterprises

To ascertain the influence of interactive commitment on marketing performance, the study evaluated the following null hypothesis:

H₀₁: Interactive Commitment has no significant influence on the marketing performance of micro and small enterprises within Nyanza region.

The test of hypothesis involved regression of interactive commitment (predictor variable) on marketing performance (criterion variable). Test results are presented in Table 4.3.

Table 4. 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.647 ^a	.419	.418	.47070	1.738

a. Predictors: (Constant), Interactive commitment

b. Dependent Variable: Marketing Performance

The marketing performance of MSEs was found to vary by 41.9%, according to the coefficient of determination (R^2) value of 0.419. While the study focused on interactive commitment and marketing performance of MSEs in the Nyanza area of Kenya, 58.1% of the variance in marketing performance is

explained by other factors that weren't accounted for in the empirical model of the study. The study also aimed to determine the strength of the relationship between interactive commitment and marketing performance among MSEs in the Kenyan

Nyanza area. The results of the analysis are shown in Table 4.4.

Table 4. 4: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.615	1	56.615	255.534	.000 ^b
	Residual	78.431	354	.222		
	Total	135.046	355			

a. Dependent Variable: Marketing Performance

b. Predictors: (Constant), Interactive Commitment

Results from table 4.5 indicated the F statistic of 255.534 with a p-value of 0.000 which implies that the regression model is significant. In addition to this, the study ascertained the regression coefficient

between interactive Commitment and marketing performance of MSEs in Nyanza region, Kenya. The results are presented in Table 4.5.

Table 4. 5: Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.927	.122		15.837	0.000
	Interactive Commitment	.570	.036	0.647	15.985	0.000

According to the data in table 4.5, if interactive Commitment were held constant at zero, MSEs' marketing performance would be 1.927. Moreover, one unit more interactive Commitment results in a 0.570 rise in marketing performance. Thus, interactive Commitment is statistically significant at $B = 0.570$; $t = 15.985$; and $p = 0.000$. Interactive Commitment hence has a favorable impact on MSEs' marketing performance at a 95% level of confidence. The study's findings in this instance indicate a connection between MSEs' marketing performance in Kenya's Nyanza area and interactive commitment. Based on the findings of the regression coefficients, the equation for the basic linear regression model was constructed as;

$$Y = 1.927 + 0.570 \text{ Interactive Commitment}$$

Where

Y = Marketing performance

CN = Interactive commitment

The findings of the study corroborate with Sutanto and Djati (2017) in a study whose findings established that customer commitment significantly influence customer loyalty which in turn leads to improved performance of retail businesses in Indonesia. The finding also agrees with Bricci et al., (2016) who revealed that there was a positive relationship between commitment and customer loyalty in Portugal distribution sector. The study also confirmed the argument of Du Plessis (2010) that "more committed customers tend to form a positive overall impression of the total duration of the relationship, including different transactions; positive and negative thus exhibit strong intentions to stay in the relationship". This fact was also ascertained by Vuuren et al., (2012) in their empirical study on commitment as a predictor of customer loyalty. The findings further support empirical studies by Hultén (2007) who

determined that commitment had a significant effect on performance indicating that active customers tend to be more relational, and with high levels of commitment, as opposed to passive customers who are less relational. Further, Cai & Wheale (2004) noted that "a high level of commitment provides the context in which both parties can achieve individual and joint goals without fear of opportunistic behavior since more committed partners are likely to exert effort and balance short-term problems with long-term goal achievement".

5.0 CONCLUSION AND RECOMMENDATION

To begin with, the results of the study showed that interactive commitment has a substantial impact on marketing performance. In light of this, the study came to the conclusion that interactive commitment affects marketing performance. As a result, it follows that correct and efficient interaction commitment will probably result in higher marketing performance. The survey suggested that MSEs think about adopting an interactive commitment that includes consistent delivery of the brand's value proposition and relationship-building. In order to increase marketing performance, MSEs should also make sure they have the following qualities: a desire to build a solid connection, a willingness to make short-term sacrifices to sustain the relationship, and confidence in the durability of the relationship.

REFERENCES

- Al-Hawari, M. A. (2011). Automated service quality as a predictor of customers' commitment A practical study within the UAE retail banking context. *Asia Pacific Journal of Marketing and Logistics*, 23 (3), 346-366.
- Ambler, T., Kokkinaki, F., and Puntoni, S. (2004). *Assessing Marketing*

- Performance: Reasons for Metrics Selection, *Journal of Marketing Management*, 20, 3/4, pp. 475-498.
- Amyx, D., Bhuian, S. N., & Shows, G. D. (2016). Customer-salespeople relationship: Influence of salespeople entrepreneurial behaviours. *Marketing Intelligence & Planning*, 34(5), 586-604.
- Anderson, E. W. and Barton W. (1992). "The Use of Pledges to Build and Sustain Commitment in Distribution Channels. *Journal of Marketing Research*, 29 (February), 18-34
- Anderson, J. C., Hakansson, H., & Johanson, J. (1994). Dyadic business relationships within a business network context. *Journal of marketing*, 58(4), 1-15.
- Bagheri Kahyesh, A., & Bakhshandeh, G. (2021). Influencing the Effect of Export Market Orientation on Export Performance: Mediating Role of Marketing Effectiveness and Marketing Capabilities (Case Study: Export Companies in Ahvaz). *Journal of Marketing Management*, 16(52), 127-141.
- Bartlett, J., Higgins, C., & Kortlik, J. (2001). Organizational research: Determining appropriate sample size in survey research appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal*, 19(1), 43.
- Bonoma, T.V. and Clark, B.H. (1988). *Marketing Performance Assessment*; Boston: Harvard Business School Press.
- Bricci, L., Fragata, A., & Antunes, J. (2016). The effects of trust, commitment and satisfaction on customer loyalty in the distribution sector. *Journal of Economics, Business and Management*, 4(2), 173-177.
- Bryman, A. and E. Bell. (2011). *Business Research Methods*. 3rd Ed, Oxford University Press, Oxford.
- Buttle, F. (1996). *Relationship marketing. Relationship Marketing: Theory and Practice*,. Paul Chapman Publishing, London, 1-16.
- Cai, Z. & Wheale, P. 2004. 'Creating sustainable corporate value: a case study of stakeholder relationship management in China', *Business and Society Review*, 109(4), 507–547.
- Cooper, D.R. & Schindler, P.S. (2006). *Business Research Methods*. 9th Ed. NY: McGrawHill.
- Creswell, W.J. (2012). *Research Design: Qualitative, Quantitative and Mixed Method Approaches*, 3rd ed. Sage Publications India Pvt Ltd.
- Davis-Sramek, B., Mentzer, J.T. & Stank, T.P. 2008. 'Creating consumer durable retailer customer loyalty through order fulfilment service operations', *Journal of Operations Management*, 26(6): 781–797.
- Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing buyer-seller relationships. *Journal of marketing*, 51(2), 11-27.
- Evanschitzky, H. & Plassmann, H. 2006. Affective and Calculative Commitment as Antecedents of Customer Loyalty. *American Marketing Association*.
- Hess, J. and Story, J. (2005), "Trust-based commitment: multidimensional consumer-brand relationships", *Journal of Consumer Marketing*, 22 (6),313-322.
- Hultén, B. (2007). Customer segmentation: The concepts of trust, commitment and relationships. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(4), 256-269.

- Israel, G. D. (1992). Determining sample size. University of Florida Cooperative Extension Service, Institute of Food and Agriculture Sciences, EDIS.
- Lovelock, C. H. (1999). Developing marketing strategies for transnational service operations. *Journal of services marketing*, 13(4/5), 278-295.
- Majid, K. A. (2020). Effect of interactive marketing channels on service customer acquisition. *Journal of Services Marketing*.
- Mathieu, J. E., & Kohler, S. S. (1990). A test of the interactive effects of organizational commitment and job involvement on various types of absence. *Journal of Vocational Behavior*, 36(1), 33-44.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20.
- Noor, N. A. (2013). Trust and commitment: do they influence e-customer relationship performance. *International Journal of Electronic Commerce Studies*, 3(2), 281-296.
- Ramakrishnan. (2006). CRM and 4 P's of Marketing. National Seminar on Customer Relationship Management, 2006. Vivin Consultants Chennai.
- Ruyter, K. D., Moorman, L., & Lemmink, J. (2001). Antecedents of Commitment and Trust in Customer-Supplier Relationships in High Technology Markets. *Industrial Marketing Management*, 30, 271-286.
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management decision*, 50(2), 253-272.
- Saunders, M., Lewis, P., & Thornhill, A. (2011). *Research Methods for Business Students* (2nd edition) New Delhi: Pearson.
- Sekerin, V. D., Gorokhova, A. E., Dudin, M. N., Danko, T. P., & Nikolaykin, N. I. (2018). Applying interactive marketing methods to improve the quality of university educational services. *Calitatea*, 19(163), 37-42.
- Sutanto, J. E., & Djati, S. P. (2017). Effect of trust, satisfaction, and commitment on customer loyalty at the alfamart retail in Surabaya, east java-Indonesia.
- Tanveer, A., Kashif, H., & Salman, A. (2015). The effects of interactive marketing, customer satisfaction and flashes on customer loyalty. *E u r o E c o n o m i c a*, 1(34)/2015.
- Udorn, P., Bloom, P. N., Zeithaml, V. A., & Udorn, P. (1998). Consumer commitment: A crucial connection between consumers and companies. In *Australian and New Zealand Marketing Academy Conference (ANZMAC)*, (pp. 2693-2704).
- VanBoskirk, S., Overby, C. S., & Takvorian, S. (2011). US interactive marketing forecast, 2011 to 2016. Forrester Research, Cambridge, MA.
- Wang, S. M. (2018). Effects of interactive marketing on value co-creation in cultural tourism. *Journal of Interdisciplinary Mathematics*, 21(2), 489-497.
- Wetzels, M., De Ruyter, K., & Van Birgelen, M. (1998). Marketing service relationships: the role of commitment. *Journal of business & industrial marketing*.