

CUSTOMER INVOLVEMENT TO THE INTERACTION WITH THE COMPANY

Involvement's importance in marketing and consumer research is well established for twenty years. Involvement originates from social psychology and the notion of "ego involvement," which refers to the relationship between an individual and an issue or object. This conceptualization has been the basis for applying involvement in consumer behavior. However, the many and varied definitions and treatments of involvement in social psychology mean that its application in this domain remains complicated. Since then, and specifically through a period of increasing consumer research activity in the 1980s, attention has focused on the conceptualization and measurement of involvement in relation to "objects" such as a product, message, purchase task, advertising or activity.

Customer involvement is an important component of the service production process. If service providers can appropriately manage the involvement, it will benefit both the companies and customers. Otherwise, it will adversely affect the service outcomes. Through literature review, this article aims to provide guidelines regarding how to manage customer participation effectively.

Customer involvement is a motivational state that can be used to understand consumer attitudes towards products or brands. Definitions of involvement vary between researchers but the concept is most often referred to as degree or intensity of interest that a buyer shows for a certain product or brand.

Customer involvement to the interaction with the company - is the activity of the company in retention of interest to the product, the brand through the use of innovative methods and tools of marketing.

Customer involvement marketing - it's a marketing concept for improving customer loyalty through a combination of marketing activities aimed at increasing the involvement of the buyer to the brand using the on-line and off-line marketing communications.

Customer involvement can offer substantial benefits to the service organizations as follows:

1. It helps increase productivity as customers become partial employees of the firms.
2. It enhances two-way communications between companies and customers; thus, companies will have increased customer feedback.
3. It can help improve perceived service quality since customers are actively involved from the beginning of the service process.

4. It will lead to greater repurchase and referrals especially through the word-of-mouth channel.

5. It can enhance loyalty through Customer Participation Management (CPM) practice. CPM is considered a step beyond Customer Relationship Management (CRM).

6. It can be used as a criterion to segment customers leading to companies' greater capability of implementing service differentiation strategy.

The consumer involvement to the interaction is characterized the strategic aspect of marketing activities. It is proved that the index of consumers involvement level more than other closer to the phase of repeat purchases, which determines customer loyalty. Involvement means repeat purchasing and customer loyalty. Other indicators (satisfaction, perceived loyalty) characterize the earlier stages of interaction with customers

Thus, modern marketing is based on the consumers' involvement to interact with the company using the tools of advertising, service process, creating impressions and the design process. Involvement became a strategic guideline of the personalized communications development and a key indicator of assessment their effectiveness, as far as a loyal customer is not satisfied as much involved in the process of interaction with the user company.