



*Quality of Social Communication as Mediator on the Relationship
between Stealth Marketing and Re-Engineering Customer Relationships
(An analytical study of sample for marketers views at the retail stores in najaf)*

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Abstract:

Purpose: the proposal will focus on marketing by gathering three variables (quality social of communication, stealth marketing, and re-engineering customer relationship) to figure out the relationship and effects among them. Also, to establish the roll of quality social of communication as a moderator to enhance the negative relation between stealth marketing and re-engineering customer relationship.

Objectives: understand the importance of Quality of Social Communication and to understand the importance of social customer relationship management and compare it with traditional customer relationship management. Also, understanding the relationship between Quality of Social Communication and stealth marketing. In addition, find out the negative role of stealth marketing on re-engineering customer relationship.

Methodology: formulating the research design depend on the objectives that should be achieved. So, hypothesis will determine to understand the relation and effect among the three variables. As well as, judgmental sample will be used. Moreover, the study will use quantitative research technique to collecting data by questionnaire. Lastly, the researcher will use Statistical Package for the Social Sciences (SPSS) program to analyze the data which is collected by the questionnaire.

1.1. Introduction

Communication is a key element of all business relationships. Across studies and contexts, interfere communication is found to have mainly positive effects on the relationship, as communication mediates various important relationship outcomes (Duncan and Moriarty, 1998). Communication affects satisfaction (Cannon and Perreault, 1999; Mohr and Sohi, 1995) trust (Morgan and Hunt, 1994) and loyalty (Scheer *et al.*, 2009). Communication also serves as a means of relational governance that increases affective commitment toward the business relationship (Mohr *et al.* ,1996). It is generally thought that suppliers' investments in



long-term relationships pay off in the form of increased value for the customer, which, in turn, strengthens customers' intentions to make future purchases from the same supplier (Hutchinson *et al.*, 2011). As for the objectives of customer retention (loyalty and future purchase intentions), it is crucial for the supplier to know the customer's experience with perceived value as the ultimate relationship outcomes (Sirdeshmukh *et al.*, 2002).

Stealth marketing techniques tend to be more effective during different stages of the hierarchy-of-effects models. The following generalizations about the effectiveness of different stealth techniques are, of course, subject to further empirical testing. Overall, viral and real-life stealth marketing campaigns tend to excel in generating awareness and creating interest. Celebrity, bait-and tease, and videogame stealth marketing tend to be more effective not only in generating awareness and creating interest, but also in the evaluation stage. But, in evaluating the strengths and weaknesses of stealth marketing, corporate marketers also have to consider emerging ethical issues. While stealth marketing is perceived as an innovative way to get a brand to stand out in a crowded marketplace, it is setting off alarms with consumer watchdog groups. Thus, researchers like (Martin and Smith) argues that stealth marketing is an act of desperation on the part of the advertising industry. Members insist that it is not only unethical to deceive people by hiring performers to pose as tourists, but it is also as intrusive as telemarketing. Other critics also claim that viral stealth marketing seems to be going too far. Knowing that consumers' confidants and "so-called" friends may in fact be recruited brand pushers might make individuals more worry of one another (Kaikati and Kaikati, 2004). And that will make a leakage in creditability and trust which, in turn, will lead to negative effects between customer and company.

Hence, the knowledge of communication, less is known about the role of marketing communications in business relationships (Andersen, 2001), although communication is an essential element of a value-based approach to relationships (Sharma *et al.*, 2001). Marketing communications is suggested to have a mediating role in the transformation of perceived value into loyalty in its various forms, from attitudinal to behavioral elements (Gilliland and Johnston, 1997; Keller, 2009).

Relationship marketing gains a lot of importance over the last few years, as the companies have realized the power of learning about their customers to increase their competitiveness, profitability and success (Egan, 2008). In an era of increasing competition, firms have resorted to



employing relationship marketing as a strategic tool to attract, maintain and enhance customer relationships and build loyalty (Sadqi, 2012). Relationship marketing increases the productivity of marketing activities and builds up mutual values for both customer and company through growing marketing effectiveness and efficiencies (Mishra and Li, 2008). Likewise, (Gummesson; 1994) formulates in relationship marketing as continuing mutual relationships between the business holder and the customer that leads to enduring profitability.

Gathering all the three variables (social quality communication, stealth marketing, and re-engineering customer relationship) in this proposal is done to figure out the relationship and effect among them, and to establish the role of social quality communication as a moderator to enhance the negative relation between stealth marketing and re-engineering customer relationship.

This proposal will establish the context for this thesis in order to manifest the need for research within telecommunication companies in Iraq. It considers the research questions and then discusses the study's aims and objectives. As well as Literature Review of the three variables. Finally, there is a section about research methodology of the study.

1.2 Literature Review

1.2.1 Quality of Social Communication

Marketing communication is essentially a supplier-initiated form of communication, but in order to yield positive effects, it should be in line with customers' expectations regarding the interaction that takes place in the relationship. In this study, the supplier's success in meeting customer expectations is conceptualized as communication quality to re-engineering customer relationship. The drivers of communication quality vary across studies. Good-quality communication is relevant, timely and reliable (Mohr and Spekman, 1994; Morgan and Hunt, 1994). Communication quality is a combination of information quality and source preference (Harcourt et al., 1991) or the delivery of adequate, timely, accurate, complete and credible communication (Mohr and Sohi, 1995). (Ball et al. 2004, p. 1277) define good communication as providing "information in such a way that the customer personally benefits with a minimum of effort necessary to decode the communication and determine its utility".

1.2.2 Dimension of Social Communication

The dimension to achieve the quality of social communication is:

1-Trust: The development of studies of trust in organizational settings has been viewed as an emerging requirement and resulting transformation



of labor and it is also recognized that the existence of trust between individuals, in teams in organizations is a necessary mechanism for the work to be done in an efficient way. It is considered that trust allows lower transaction costs and promotes long-term relationships. Besides, it is a driver of success of strategic alliances (Hosmer, 1995). Hosmer believes that trust is a social mechanism which allows individuals to manage the increasing tolerance and uncertainty. Trust is seen as a collective attribute and is considered as a function of social order.

Also (Kiyani *et al.*, 2012) think trust is seen as the willingness of individuals to increase their vulnerability to the actions of others whose behavior cannot control.

2-Satisfaction: customer satisfaction has gained new attention in a shift paradigm from transactional marketing to relational marketing, and in numerous publications satisfaction was presented as a necessary premise for customer retention thus, moved to the forefront of approaches to relationship marketing for researchers. Kotler sums it up when he says: "The key to customer retention is satisfaction", consequently, customer satisfaction has developed extensively as a construction base for activity monitoring and control in the relationship marketing concept. This is exemplified through the development and publishing companies and national satisfaction index (Thurau, 1997). Customer satisfaction is a factor that generates confidence in the company offering the product/service. The relationship with the company may increase the satisfaction and consumer desire and continue to relate to the company.

The results obtained by researchers (Ballester *et al.*, 2001) suggest the key role of trust as a variable that generates commitment from customers, especially in situations of high involvement, where its effect is stronger in comparison to overall satisfaction.

3-Commitment: commitment is an essential ingredient for successful long-term relationships, and trust and satisfaction are the main determinants of commitment (Wlater *et al.*, 2000).

The commitment has been widely recognized as an integral part of any business relationship. Commitment according to (Meyer *et al.*, 1997) is mainly focuses on an attitude of open questions that guide an individual or behavioral intentions.

Also (Herscovitch *et al.*, 2002) define commitment as a force that binds an individual to a course of action relevant to one or more targets, and define commitment in organizations such as affective commitment (which is an enhancement of desire -based organization), instrumental commitment which the client should stay in the organization, and



normative commitment refers to an obligation should remain with the organization. With this three-component model, commitment can be defined as a force that binds an individual to buy from a supplier that can be affective.

1.2.3 Stealth Marketing

The meaning of stealth marketing start with “guerilla” approach as described by Levinson (1984), using unconventional marketing strategies that may involve catching the consumer unawares and in unexpected way (Roy & Chattopadhyay, 2010).

Also (Roy & Chattopadhyay, 2010) say that the root of the word stealth as defined in the Merriam-Webster’s (1986) Third New International Dictionary referring to an “act or action of proceeding furtively, secretly or imperceptibly,” “a furtive or surreptitious departure or entrance,” or “intended to escape observation.” Therefore, in colloquial term stealth marketing refers to undercover, covert, or hidden marketing.

Some have offered a narrower definition of the term. For example, stealth marketing may be a means to reach a target audience without the advertisement being perceived as an advertisement or as a context or may refer to covert marketing in mass media (Goodman, 2006). And (Akdoğan and Altuntaş:2015) further extend the definition to distinguish between the deception that may occur in information gathering and marketing communications.

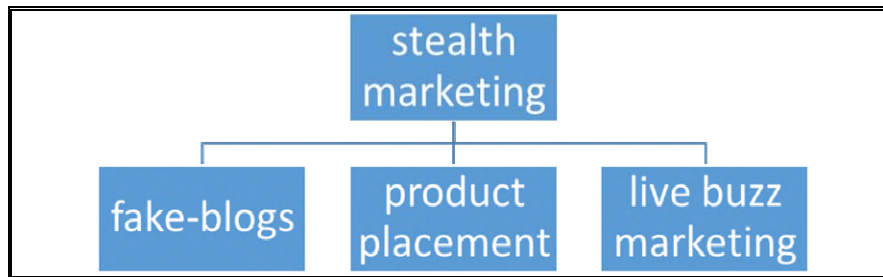
The American Marketing Association (AMA) is yet to provide an official definition of stealth marketing in its Dictionary of Marketing Terms. The Canadian Marketing Association (CMA) does not provide one either, although code I5.4 of their Code of Ethics & Standards of Practice specifically states that “marketers should avoid undercover or word of mouth initiatives that encourage a consumer or business to believe that the marketer’s agents are acting independently and without compensation when they are not” (Canadian Marketing Association, 2008).

Moreover, (Kaikati & Kaikati, 2004) indicate that, the definition of stealth marketing is “the use of surreptitious marketing practices that fail to disclose or reveal the true relationship with the company that produces or sponsors the marketing message” (Martin & Smith, 2008.pp.45). With the knowledge that consumers are sceptical towards marketing messages, stealth marketing techniques are efforts from marketers to disguise these messages (Rotfeld, 2008).



The concept with stealth marketing as a strategy is to sell products by deceiving consumers' minds and avoid their advertising shield (Kaikati & Kaikati, 2004).

Within the stealth marketing strategy, there are a couple techniques that can be determined and discussed (figure 1); fake-blogs, product placement and live buzz marketing (Roy & Chattopadhyay, 2010) (Kirby & Marsden, 2006)



(figure 1) stealth marketing strategy

Resource: Viktor Pettesson, Markus sevensson, (2010) *Stealth Marketing The art of deceiving consumers*, Bachelor Thesis in business administration, school of economics at Linnæus University, marketing, 2FE07E.

These concepts are explained follows:

Fake-blogs; Blogs that are sponsored by a company and are pretending to be an objective source is referred to as fake-blogs. The goal with fake-blogs is to communicate positive publicity that would be hard through traditional marketing methods. (Roy & Chattopadhyay, 2010)

Product Placement; to show the product in certain preferred situations to endorse the product (Martin & Smith, 2008). An example of this is when product manufacturers pay to get their products displayed or significantly used in movies (Businessdictionary.com, 2010).

Live buzz marketing: buzz is created with information about a brand, product, service, or message in a way that makes people talk about it. However, it is created so that no one knows where it originated from. This technique makes the consumer unaware that they have been targeted by a marketing campaign (Kirby & Marsden, 2006).

2.2 Dimension unethical stealth marketing

Looking at the literature that goes into the subject of stealth marketing, there is no clear meaning of the dimension of stealth marketing, and in this case will depend on what presented by (Martin and Smith, 2008), which will be illustrated as below:

1-Deception: We suggest that consumers were deceived because the marketing agent or commercial sponsor of the activity was not disclosed, consistent with our definition of stealth marketing. Ultimately, the



representatives of each company (actors, bloggers, and connectors) were not required to disclose their affiliation. As far as we know, however, they were also not instructed to withhold that information if asked. Such an instruction might well have had legal ramifications for the company.

2-Intrusion: Intrusion reflects a violation of privacy, in which presumably passersby and tourists were interrupted in their journeys and sightseeing for what was essentially an invitation to assist the fake tourists, and thus, provide them with an opportunity to demonstrate the product. However, the seriousness and severity of the intrusion might be questioned. It seems difficult to argue that this charge of intrusion, in itself, can constitute a major ethical concern as a privacy violation, the deception and exploitation notwithstanding.

3-Exploitation: Exploitativeness criticisms reflect the belief that stealth marketing cynically exploits human good nature, which is wrong in itself and in its possible effect on future individual willingness to help others. Moral duties are potentially violated, and there are possible troubling consequences.

The researcher say that the negative actions of stealth marketing has detrimental effects on customer relationship which lead consumers to be deceived and that will effect on trust between customer and the company; so, that's why the researcher put social quality communications as a moderator between stealth marketing and re-engineering customer relationship.

1.2.3 Re-Engineering Customer Relationships

Before we start to write on re-engineering customer relationship, we should define what customer relationship management (CRM).

CRM is a technique that can help build long-term relationships with the customers and increase profits through efficient management systems and the application of customer-focused strategies. Customer relationship management is a customer oriented marketing effort which is responsible for accumulating and managing customer details in order to serve the customers in the present and future.. It is a set of business practices to identify, verify, acquire, develop and maintain sustainable profitability and customer loyalty through providing appropriate product and services, in due time (Galbreath and Rogers, 1999).

Customer Relationship Management is a comprehensive strategy and process of acquiring, retaining and partnering with customers to create superior values for the company and the customer (Parvatiyar and Sheth, 2001).



Additionally (Swift, 2000) say that CRM is a method of understanding the customer behavior through intense communication with him/her to improve the performance, which is represented in attracting the customer, keeping him/her and increasing his/her loyalty and profitability.

A company uses CRM in the field of research methodology, technology and e-commerce in order to manage customer relationships (Foss and Stone, 2001). This definition for CRM regards it as the ability to use technology in the domain of dealing with customers. CRM is the activity which is interested in the main customers of the organization, in the efficiency of an organization and in the customer knowledge management, with the aim of enhancing the effectiveness of organizational decisions related to customers, leading, therefore, to the improvement of marketing performance in particular and organizational performance in general (Shaon and Rahman, 2015).

Also (Buss, Begorgis : 2015) define CRM as "a cross-functional strategic approach concerned with creating improved shareholder value through the development of appropriate relationships with key customers and customer segments.

(Umamaheswari *et al.*, 2012) clarify that relationship marketing has also been strongly influenced by reengineering. According to reengineering theory, organizations should be structured according to complete tasks and processes rather than functions.

1.2.4 Re-Engineering Customer Relationships Dimensions

There are three dimensions to Re-Engineering Customer Relationships which are determined by different researchers (Umamaheswari *et al.*, 2012) (Rao *et al.*, 2017) (Gouthier *et al.* , 2003).

1-Acquisition: Relationship marketing relies upon the communication and acquisition of consumer requirements solely from existing customers in a mutually beneficial .With particular relevance to customer satisfaction the relative price and quality of goods and services produced or sold through a company alongside customer service generally determine the amount of sales relative to that of competing companies. (Umamaheswari *et al.*, 2012).

2-Retention: Customer retention is an activity a business undertakes to reduce customer defections. An organizations ability to retain and attract new customers is not only related to it within the marketplace. Customer retention is the driving force behind Customer Relationship Management (CRM), relationship marketing and loyalty marketing. Studies across a number of industries have revealed that the cost of retaining an existing customer is only about 10% of the cost of acquiring a prospect customer,



so customer attrition rate should be reduced and make them for a longer time in terms of economic growth.(Nema et al., 2017).

Also(Rao et al., 2017) define Customer retention as a concept by which companies mitigate the customer defection and possibly retain them for a lifetime. (Symonds et al as cited in Gouws, 2012) say that factors influence customer needs and customer satisfaction has to be identified and properly solved.

Moreover, Fornell and Wernerfelt as cited in (Ahmed and Buttle, 2001) highlighted that firms' resources would be wisely spent when they are used to retain the existing customers than gaining new ones.

Similarly, Gupta et al, as cited in (Kassegn and Pagidimarri, 2013) also agree with the advantages of retaining existing customers due to the high cost of obtaining new customers. Bhattacharijee as cited in (Kassegn and Pagidimarri, 2013) states that winning new customer for the firm costs five to ten times more than customer retention.

3-Termination: Customer regain management 'encompasses the planning, realization, and control of all processes that the company puts in place to regain customers who either give notice to terminate the business relationship or whose relationship has already ended' (Stauss and Friege, 1999: 348). To reach the different objectives, in particular to rebuild attractive relationships, systematic customer regain management should contain different elements. Then, customer regain actions could encompass individual dialogues with 'lost' service customers, followed by individual regain offers depending on the reasons for having terminated the relationship. Finally, the firm has to control all activities aimed at customer regain management (Gouthier *et al.* , 2003).

1.3 Research Programme:

1.3.1 Research objectives:

Based on the theoretical prospective, the research objectives are as follows,

- To understand the importance of Quality of Social Communication.
- To understand the importance of stealth marketing in changing market scenario.
- To understand the importance of social customer relationship management and compare it with traditional customer relationship management.
- To understand the relationship between Quality of Social Communication and stealth marketing.



- To analyze the effectiveness of Quality of Social Communication to re-engineering customer relationship.
- To identify the negative role of stealth marketing on re-engineering customer relationship.
- To minimize the negative relation between stealth marketing and re-engineering customer relationship throw Quality of Social Communication as a moderator.

1.3.2 Research Questions

The study aims to understand the massive contribution of Quality of Social Communication as a moderator between stealth marketing and re-engineering customer relationship. Also the study aims to know its splendid efforts towards social customer relationship in practice and also to find out some challenges in using Quality of Social Communication as a moderator of stealth marketing. The recommendations of this research can be used to frame an appropriate usage of stealth marketing strategy in which companies can give special consideration to Quality of Social Communication along with the re-engineering customer relationship.

Research questions can be summarized as follows:

- Should companies use Quality of Social Communication as a moderator to communicate about its brand?
- How does stealth marketing contribute to attract new customer?
- How does Quality of Social Communication play important role in companies' marketing strategy?
- How can stealth marketing re-build customer relationship management throw Quality of Social Communication?
- How does Quality of Social Communication change the aspect of customer relationship management?
- What are the loopholes in the three variables of the research?

1.3.3 Methodology

The first step is to formulate a research design. This means planning a strategy of conducting research. It is a detailed plan of how the goals of research will be achieved. Research design is exploratory, descriptive and/or experimental in nature. It helps the investigator to providing answers to various kinds of social/economic questions. After the collection and analysis of the data, the researcher has to accomplish the task of drawing inferences. Only through interpretation researcher can expose relations and processes that underlie his findings and ultimately conclusions. Interpretation refers to the task of drawing inferences from the collected facts after an analytical study.



The researcher put hypothesis First, there must take a moment to define **independent** and **dependent** variables. Simply put, an independent variable is the cause and the dependent variable is the effect. The independent variable can be changed whereas the dependent variable is what you're watching for change. We have to experiment the **hypothesis as an effect** as following:

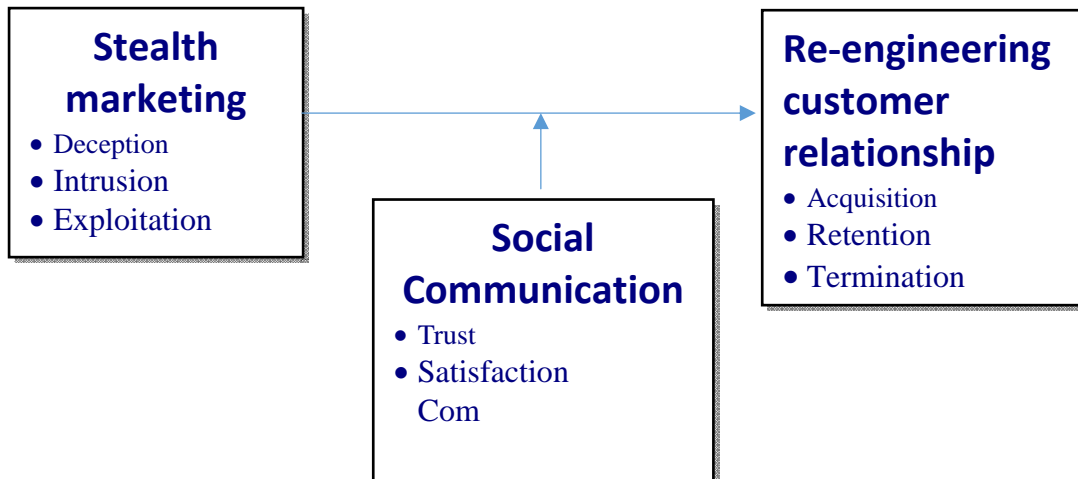
- Predict Quality of Social Communication has an effect on stealth marketing.
- Predict Quality of Social Communication has an effect on re-engineering customer relationship.
- Predict Quality of Social Communication as a moderator effects stealth marketing and re-engineering customer relationship.
- Predict stealth marketing has an effect on re-engineering customer relationship without Quality of Social Communication.

Secondly, the researcher have to find **the relationship** between the variables according to these questions:

- Is there a relationship between stealth marketing and Quality of Social Communication?
- Is there a relationship between Quality of Social Communication and re-engineering customer relationship?
- Is there a relationship between stealth marketing and re-engineering customer relationship?
- Is there a relationship between Quality of Social Communication as a moderator between stealth marketing and re-engineering customer relationship?

1.3.4 Conceptual Framework

Based on prior research and drawing theoretical support from (Martin and Smith, 2008) variables combined with (Malthouse *et al.*, 2013) social CRM model, this study's conceptual model is depicted in Figure 2



(Morgan and Hunt: 1994) theorize a relationship marketing success requires commitment and trust. The theory of commitment and trust maintains that we should characterize these networks which is a commitment to relationship and trust that generates cooperation. So, the hypotheses will be by following:

H1: Predict that Quality of Social Communication have an effect on stealth marketing.

According to (Morgan and Hunt: 1994), the researcher hypothesizes that conflict which caused by stealth marketing can be reduced by using factors of quality of social communication (trust, satisfaction, and commitment) to minimize the stealth marketing factors (Deception, Intrusion, and Exploitation), so that it will show the effect and relationship between quality communication and stealth marketing.

The strategy of communication does not primarily aim to increase sales. Instead, it is aims at ensuring that consumers have positive attitudes towards advertisements about products, thus building a substructure for future purchases and starting a positive word of mouth communication (Akdoğan, 2015). In this communication, the first goal is that the product is purchased by the consumers but more than that, it is hoped that the consumers disseminate the message about the product, and that will re-engineer customer relationship

The relation between a good communication and re-engineering customer relationship is showed by (Ball *et al.*, 2004) where the supplier's marketing communication is perceived as effective and of good quality; it, in turn, increases the customer's loyalty towards the supplier, and loyalty means the retention the customers.

Hence, perceived effectiveness and quality of marketing communication mediate the customer's experience about the supplier, having potential effect on future intentions (Dwyer *et al.*, 1987; Palmatier *et al.*, 2008).



Therefore, marketing communication has a critical role as a mediator between a customer's past and current experience and future behavior and that will re-build customer relationship. The hypotheses will be by following:

H2: Predict that Quality of Social Communication have an effect on re-engineering customer relationship

That shows the positive effect and relationship between quality communication and re- engineering customer relationship.

According to (Bricci *et al.* , 2016), previous studies of satisfaction in present models of customer satisfaction among them those surveyed in to propose the application of Satisfaction Index North American Customer Model (ISCN). The authors intend to provide a basis for uniform and a comparable measurement with overall customer satisfaction, that, at its center, is connected to your: a) history, such as: expectations, perceived quality and perceived value by the customer, b) consequential: how complaint and loyalty. Of special interest in the model is the explanation of loyalty to the client as a probable indicator of profitability, i.e. the consequences of increased customer satisfaction, reduced complaints point to growth and customer loyalty. In the authors argue that satisfaction is an important antecedent of loyalty.

H3: Predict Quality of Social Communication as a moderator which makes effect between stealth marketing and re-engineering customer relationship

The researcher discussed the unethical actions of stealth marketing which disseminate the customer from the company according to (Bricci; *et al.*, 2016), so we put Quality of Social Communication as a moderator to pull or push the negative relationship between stealth marketing and re- engineering customer relationship.

Conflict is the fourth foundation of relationship marketing. Anderson (1992) describes conflict as tension and disagreement between the parties to the transaction that can be perceived or apparent. When the conflict in a relationship of mutual trust increases, it can reduce reciprocal trust and interest in creating and maintaining the long-run relationship (Mir Rashid, 2009,5).(Davir ,1987) considers conflict management as control of the overall level of disagreement in working relationships. Seller's capability to better manage conflict is a critical factor to maintain buyers. It should also be noted that the suppression of conflict leads to the loss of credibility of a relationship, and parties to a relationship will be isolated before committing to a long term and continuous relationship (Paidari *et al.*, 2015).



According to the previous literature the conflict that could be cause by stealth marketing will create a negative effect between stealth marketing and re- engineering customer relationship, so that will answer the forth hypotheses.

H4: Predict that stealth marketing have an effect on re-engineering customer relationship without Quality of Social Communication.

1.3.5 Sample:

Respondents in the qualitative part of the research process will be recruited via a non-probability sample. The definition of the population includes managerial personnel concerned with marketing and communication. Consequently, participants must have professional experience in managing business transformation in their company, or at least considerable experience in product or service provided.

A judgmental sample is appropriate because for the investigation of the research questions the researcher depends on access to a specific population which needs to possess a high degree of expertise (Malhotra, Birks, & Wills, 2012). In addition, snowball sampling will assist in identifying potential respondents with similar characteristics to increase the number of participants (Blumberg, Cooper & Schindler, 2008).

1.3.6 Data Collection

As described above, a literature review will be conducted to analyses the current state of academic and practical contributions toward the concept of stealth marketing and communication to re-engineering customer relationship. Furthermore, in the interrogative part of the study, quantitative research techniques, such as questionnaire will be applied to enlarge the body of knowledge of marketing with the intention to build a theoretical framework of the construct.

1.3.7 Data Analysis

After the transcription of the data, the researcher will familiarize with its content. Subsequently, the researcher will code the information with the intention to identify questionnaire data by using Statistical Package for the Social Sciences (SPSS).

1.3.8 The limits of the study

The study included a number of retail stores located in Najaf Governorate .The study is committed to quality of social communication variables, stealth marketing, and re-engineering customer relationship. The number of paragraphs of the questionnaire are (60) divided by the variables of the study.

1.3.9. Analysis, discussion and statistical treatments



The study will focus on this subject according to the following questions: Are the paragraphs of the questionnaire actually measuring their variables? Is it suitable to be a measure for them? It will reveal the amount and nature of the relationship between the main variables (Quality of Social Communication, Stealth Marketing and R-engineering customer relationship).

3.9.1. Statistical Description:

The objective of this study is to show the level of response of the sample members to the questionnaires at the sample level,

- What is the level of response of the sample members on the axes and paragraphs of the quality of social communication at the level of the sample being investigated?
- What is the level of response of the sample respondents to the stealth marketing axes and paragraphs at the sample level?
- What is the level of response of the sample members on the R-engineering customer relationship at the level of the sample being investigated?

The results of descriptive statistical analysis of the dimensions of the Quality of Social Communication:

Table below presents the results of the descriptive statistical analysis to the quality of social communication.

1- Trust : Table(1)

	Expressions	Mean	Std. Deviation
1	The clarity, completeness and accuracy of both verbal and written information communicated to the customer and the ability of staff to listen to and understand the customer. This includes keeping the customer informed.	3.45	1.224
2	The reliability and consistency of performance of service facilities, goods and staff. This includes punctual service delivery and an ability to keep to agreements made with the customer.	3.14	1.181
3	The marketer try to earn the trust of the customer.	2.78	1.265
4	Convenience it's the major part in the marketer plan.	3.46	1.213
	Total	3.20	1.22075

2- Satisfaction: Table(2)

	Expressions	Mean	Std. Deviation
1	The functionality of the product or service. The end product or service meets my needs.	3.82	.990
2	The ability of the service provider to communicate with me in a way I will understand.	4.03	.873
3	The personal safety of me and my possessions while receiving the service or product.	4.05	.979



4	I feel that the marketer try to keep me in touch with his company	3.21	1.144
	Total	3.7775	0.9965

3- Commitment: Table(3)

	Expressions	Mean	Std. Deviation
1	The functionality of the product or service. The end product or service meets my needs.	3.41	1.189
2	The ability of the service provider to communicate with me in a way I will understand.	3.79	.827
3	The personal safety of me and my possessions while receiving the service or product.	3.55	1.124
4	I feel that the marketer try to keep me in touch with his company	3.99	.845
	Total	3.685	0.99625

The results of descriptive statistical analysis of the dimensions of the Stealth marketing:

Table below presents the results of the descriptive statistical analysis to the stealth marketing

1-Deception: Table(4)

	Expressions	Mean	Std. Deviation
1	The marketer use with me some tools to confuse me about the quality of the product and that's lead to a negative effect on the buying decision.	4.03	.911
2	I feel when I use the product that's the marketer didn't tell me about the original country of origin.	3.86	.922
3	The marketer didn't help me to show enough information about the product, and some of them is false.	3.95	.851
4	The marketer convince me to buy the product after he deceive me.	3.95	.857
5	The marketer used different ways to lay and confusing during the process of buying.	3.97	.821
	Total	3.952	0.8724

2- Intrusion: Table(5)

	Expressions	Mean	Std. Deviation
1	In marketing there will be a clear intrusion and not allowed from the marketer which is effect on buying decision.	3.37	1.175
2	I feel when I use the product that's the marketer didn't tell me about the original country of origin.	3.94	.991
3	The marketer try to monitor all my movement in the store to effect on the buying.	3.49	1.159
4	I feel that the marketer try to make attention to the competitive products.	2.77	1.183
5	I'm feel uncomforTable when the marketer try to talk about the	4.31	.872



	competitors and their product.		
	Total	3.576	1.076

3- Exploitation: Table(6)

	Expressions	Mean	Std. Deviation
1	The marketer try to use my weakness to know the new product features and try to show his product as the best.	3.81	1.193
2	I felt that the marketer using me as a tool for his product.	3.24	1.311
3	Always the marketer try to know my impression about the competitive product and using me as a tool to collect information.	2.95	1.255
4	the marketer try to make a conversation to know the best designs of the competitors	3.53	1.214
5	The marketer try to export my efforts when he try to inform me on the advantages and disadvantages of competitor's products.	2.78	1.180
	Total	3.262	1.2306

The results of descriptive statistical analysis of the dimensions of the Re-engineering customer relationship:

Table below presents the results of the descriptive statistical analysis to the stealth marketing

1-Acquisition: Table(7)

	Expressions	Mean	Std. Deviation
1	The marketer trying to show the customer that its product had no defects.	4.06	.944
2	The company give enough information to the customers to attract new customers	4.09	.914
3	The company want form the customer to recommend others to buy form it.	4.03	.939
4	Clearness and honesty is a major factor could earn new customers.	4.14	.833
	Total	4.08	0.9075

2-Retention: Table(8)

	Expressions	Mean	Std. Deviation
1	Understands Customer problems from the company.	4.05	.924
2	The Process of Complaints by the customer are simple in the company.	3.81	1.070
3	The company try to Deliver products and Promise customers for many services	4.09	.885
4	The company work hardly to Performing services right the first.	3.95	.952
	Total	3.975	0.95775

3- Termination: Table(9)

	Expressions	Mean	Std. Deviation
1	The company is completely prepared to dissolve customer relationships if necessary	3.29	1.359
2	We have a very clear picture of customer we do not want to deal with.	4.17	.763



3	Our managers always point out that a bad customer is better than no customer	4.10	.920
	Total	3.85	1.014

3.9.2. Correlation Analysis:

This study deals with the strength and direction of correlation between the independent variable (quality of social communication), the intermediate variable (Stealth marketing) and the dependent variable (re-engineering customer relationship)

H1: Predict that Quality of Social Communication have a relation with stealth marketing

table(10)

	D.V I.V	Stealth marketing	
		Correlation	Significant
1	Q.S.C	.433	0.000

There is a significant correlation between Quality of Social Communication and stealth marketing. The data of Table above showed a strong and positive correlation (0.433), and the level of morale was (0.000), which is greater than the level of morale determined by the researcher (0.05). Therefore, this hypothesis at the level of this study is accepted.

H2: Predict that Quality of Social Communication have a relation with re-engineering customer relationship

table(11)

	D.V I.V	re-engineering customer relationship	
		Correlation	Significant
1	Q.S.C	.354	.001

There is a significant correlation between Quality of Social Communication and re-engineering customer relationship. The data of Table above showed a strong and positive correlation (0.354), and the level of morale was (0.001), which is greater than the level of morale



determined by the researcher (0.05). Therefore, this hypothesis at the level of this study is accepted.

H4: Predict that stealth marketing have a relation with re-engineering customer relationship without Quality of Social Communication

table(12)

	D.V	I.V	re-engineering customer relationship	
			Correlation	Significant
1		SM	.602	.000

There is a significant correlation between Stealth Marketing and re-engineering customer relationship. The data of Table above showed a strong and positive correlation (0.602), and the level of morale was (0.000), which is greater than the level of morale determined by the researcher (0.05). Therefore, this hypothesis at the level of this study is accepted.

3.9.3. Regression Analysis:

This analysis will discuss the results of the test and analysis of relations of influence between the variables of the study and according to the provisions of the main hypotheses:

H1: Predict that Quality of Social Communication have an effect on stealth marketing

tables(13)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.433a	.187	.177	.44477	.187	17.528	1	76	.000

a. Predictors: (Constant), SCQ

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.467	1	3.467	17.528	.000 ^b
1 Residual	15.034	76	.198		
Total	18.502	77			

a. Dependent Variable: SM

b. Predictors: (Constant), SCQ



Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.962	.393		4.991	.000	1.179	2.745
	SCQ	.459	.110	.433	4.187	.000	.241	.678

a. Dependent Variable: SM

The value of (t) is significant when compared to the Table (1.96), the statistical level (0.05), the degree of freedom (0.14), indicating that the regression curve is sufficient to describe the relationship between (SCQ, SM) and the level of confidence (0.95).

The value of the coefficient of determination (R²) is a coefficient of (0.187), which means that the quality of social communication is interpreted as (0.187) of the variance in the stealth marketing. This is an acceptable indicator of the comparison of the calculated value of f is (17.528) compared with f (3.91) within the limits of confidence (0.05). In the light of these results, this hypothesis is accepted. This relationship shows that whenever there is quality communication will effect on the stealth marketing procedures.

H2: Predict that Quality of Social Communication have a relation with re-engineering customer relationship

Tables(14)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.354a	.126	.114	.57499	.126	10.923	1	76	.001

a. Predictors: (Constant), SCQ

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.611	1	3.611	10.923	.001b
	Residual	25.127	76	.331		
	Total	28.738	77			

a. Dependent Variable: RCR

b. Predictors: (Constant), SCQ

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.314	.508		4.552	.000	1.302	3.326
	SCQ	.469	.142	.354	3.305	.001	.186	.751

a. Dependent Variable: RCR



The value of (t) is significant when compared to the Table value (1.96), the statistical level (0.05), the freedom of (1,149) .This indicates that the regression curve is sufficient to describe the relationship between (QSC, SM) and the level of confidence (0.95). This is confirmed by the value of statistical and according to test (t), it reached (t = 3.305).

The value of the coefficient of determination (R²) is a coefficient of (0.126), meaning that the quality of social communication is interpreted as the value of (0.126) of the variance in the stealth marketing, which is acceptable for comparing the calculated value of (f) (10.923) with the original F (3.91) within confidence (0.05). In light of these results, this hypothesis is accepted.

H3: Predict Quality of Social Communication as a moderator which makes effect between stealth marketing and re-engineering customer relationship.

According to the direct and indirect effect of Quality of Social Communication between stealth marketing and re-engineering customer relationship the researcher used the (AMOS) analysis as showing figure(3) below :

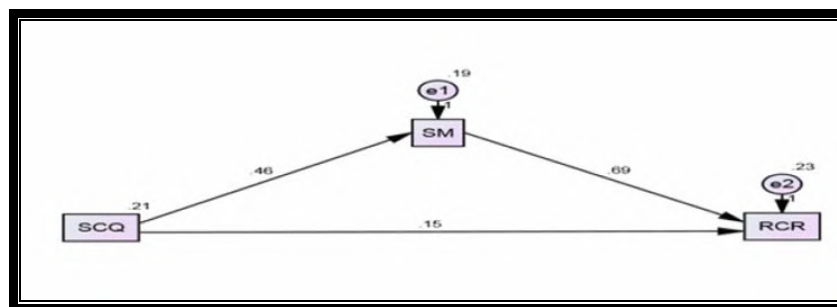


Figure (3)

The results indicate that Quality of Social Communication (SCQ) has a direct effect on re-engineering customer relationship (RCR) of (0.15).However, the direct effect of (SCQ) on (SM) is (0.46), and (SM) on (RCR) is (0.69).

Direct Effects (Group number 1 - Default model)

	SCQ	SM
SM	.459	.000
RCR	.153	.688

Indirect Effects (Group number 1 - Default model)

	SCQ	SM
SM	.000	.000
RCR	.316	.000



The direct (unmediated) effect of SCQ on SM is (0.459). That is, due to the direct (unmediated) effect of SCQ on SM, when SCQ goes up by 1, SM goes up by (0.459). This is in addition to any indirect (mediated) effect that SCQ may have on SM. and SCQ effect on the direct (unmediated) effect of on RCR is (0.153).

Also, the indirect (mediated) effect of SCQ on RCR is (0.316). That is, due to the indirect (mediated) effect of SCQ on RCR, when SCQ goes up by 1, RCR goes up according the effect of (SM). That's mean the effect will rise when we remove (SM) as a mediator. This hypotheses will be accepted according to the results.

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
SM	<---	SCQ	.459	.109	4.214	***	
RCR	<---	SM	.688	.125	5.513	***	
RCR	<---	SCQ	.153	.132	1.155	.248	

The probability of getting a critical ratio as large as 1.155 in absolute value is .248. In other words, the regression weight for **SCQ** in the prediction of **RCR** is not significantly different from zero at the 0.05 level (two-tailed). And that mean the QSC isn't significant with RCR without SM.

H4: Predict that stealth marketing have a relation with re-engineering customer relationship without Quality of Social Communication.

Table (15)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.602a	.362	.354	.49108	.362	43.164	1	76	.000

a. Predictors: (Constant), SM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.409	1	10.409	43.164	.000b
	Residual	18.328	76	.241		
	Total	28.738	77			

a. Dependent Variable: RCR

b. Predictors: (Constant), SM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
		1	(Constant)	1.284	.414		3.099	.003
	SM	.750	.114	.602	6.570	.000	.523	.977



a. Dependent Variable: RCR

The value of (t) is significant when compared to the Table value (1.96), the statistical level (0.05), the freedom of (1,149). This indicates that the regression curve is sufficient to describe the relationship between (RCR, MM) and confidence level (0.95). This is confirmed by the statistical value (MM) and according to the t-test ($t = 6.570$).

The value of the (R²) coefficient is (0.362), which means that stealth marketing interprets its value (0.17) from the variance in re-engineering customer relationship, which is acceptable for comparing the calculated value (f) of (43.164) with the original (F) (3.91) within confidence (0.05). In light of these results, this hypothesis is accepted.

3.10. Conclusion:

Field observations, a survey of 80 store retail managers, and an analysis of previously conducted studies provided evidence that the quality of social communication is positively affecting re-engineering customer relationship. People are becoming more reliant on communicating with marketers and are neglecting to engage positively, even when they use stealth marketing. A majority of individuals felt that quality of communication make them more related to the store, and many individuals doesn't understand that stealth marketing is a bad communication, so probably stayed engaged with the marketer.

Additionally, nearly half of survey respondents communicate more frequently with quality and with convenient marketers. However, everyone should be aware that human interaction as was once known may have already changed forever. And maybe discover that unauthentic treatment.

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Index

Questionnaire

Quality of Social Communication:

Communication quality is a combination of information quality and source preference or the delivery of adequate, timely, accurate, complete and credible communication

1- Trust :

Trust is a social mechanism which allows individuals to manage the increasing tolerance and uncertainty. Trust is seen as a collective attribute and is considered as a function of social order.(Garbarino,1990)

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	The clarity, completeness and accuracy of both verbal and written information communicated to					



	the customer and the ability of staff to listen to and understand the customer. This includes keeping the customer informed.					
2	The reliability and consistency of performance of service facilities, goods and staff. This includes punctual service delivery and an ability to keep to agreements made with the customer.					
3	The marketer try to earn the trust of the customer.					
4	Convenience it's the major part in the marketer plan.					

2- Satisfaction :

Customer satisfaction is a factor that generates confidence in the company offering the product/service. The relationship with the company may increase the satisfaction and consumer desire and continue to relate to the company.

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	The functionality of the product or service. The end product or service meets my needs.					
2	The ability of the service provider to communicate with me in a way I will understand.					
3	The personal safety of me and my possessions while receiving the service or product.					
4	I feel that the marketer try to keep me in touch with his company					

3- Commitment :

Define as a force that binds an individual to a course of action relevant to one or more targets, and define commitment in organizations such as affective commitment.

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	The marketer try to be reliable with me to retain me In his company					
2	The company give me the best quality they have.					
3	Always the company try to know my feelings toward its products					
4	the company try to use different techniques to make the customer happy					

Stealth marketing:

Marketers seek to find non-traditional, unusual and illegal marketing methods that help to influence Direct customers, and work towards harnessing customer imagination for the purpose of consuming products in other ways Legal or immoral to achieve competitive superiority and profits. It is measured in terms of sub-variables as following (Ataee , Akelaby ; 2016):

1- Deception:

Refers to the situation in which marketers seek to market products and convince customers in a way that is not Disclosure of the nature and quality of the marketer, as well as refraining from providing direct information which has been sought of the customer.

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	The marketer use with me some tools to confuse me about the quality of the product and that's lead to a negative effect on the buying decision.					
2	I feel when I use the product that's the marketer didn't tell me about the original country of origin.					
3	The marketer didn't help me to show enough information about the product, and some of them is false.					
4	The marketer convince me to buy the product after he deceive me.					
5	The marketer used different ways to lay and confusing during the process of buying.					

2- Intrusion



Refers to unauthorized intervention, which reflects all cases where customers do not wish to speak in public Such as freedom of expression towards the products of marketers, and includes all activities that marketers follow in order to make customers to give clear concessions and make them buy the Company's products.

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	In marketing there will be a clear intrusion and not allowed from the marketer which is effect on buying decision.					
2	I feel when I use the product that's the marketer didn't tell me about the original country of origin.					
3	The marketer try to monitor all my movement in the store to effect on the buying.					
4	I feel that the marketer try to make attention to the competitive products.					
5	I'm feel uncomforTable when the marketer try to talk about the competitors and their product.					

3- Exploitation

Refers to the situation in which marketers seek to exploit human nature and use them for purpose to achieving a purely marketing goal through the use of customers as a promotional tool as well as new opportunities.

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	The marketer try to use my weakness to know the new product features and try to show his product as the best.					
2	I felt that the marketer using me as a tool for his product.					
3	Always the marketer try to know my impression about the competitive product and using me as a tool to collect information.					
4	the marketer try to make a conversation to know the best designs of the competitors					
5	The marketer try to export my efforts when he try to inform me on the advantages and disadvantages of competitor's products.					

Re-engineering customer relationship:

It is a method of understanding the customer behavior through intense communication with him/her to improve the performance, which is represented in attracting the customer, keeping him/her and increasing his/her loyalty and profitability

1-Acquisition:

Relationship marketing relies upon the communication and acquisition of consumer requirements solely from existing customers in a mutually beneficial exchange

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	The marketer trying to show the customer that its product had no defects.					
2	The company give enough information to the customers to attract new customers					
3	The company want form the customer to recommend others to buy form it.					
4	Clearness and honesty is a major factor could earn new customers.					

2-Retention:

Customer retention is an activity a business undertakes to reduce customer defections. An organizations ability to retain and attract new customers is not only related to it within the marketplace.(**Tsetse, 2013**)

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	Understands Customer problems from the company.					
2	The Process of Complaints by the customer are					



	simple in the company.					
3	The company try to Deliver products and Promise customers for many services					
4	The company work hardly to Performing services right the first.					

3- Termination:

Customer regain management 'encompasses the planning, realization, and control of all processes that the company puts in place to regain customers who either give notice to terminate the business relationship or whose relationship has already ended.(Ritter, 2004)

	Expressions	Totally agree	agree	Biased	disagree	Totally disagree
1	The company is completely prepared to dissolve customer relationships if necessary					
2	We have a very clear picture of customer we do not want to deal with.					
3	Our managers always point out that a bad customer is better than no customer					

جامعة الكوفة

كلية الإدارة والاقتصاد

قسم إدارة الأعمال الدراسات العليا

ملحق (4)

الاستبانة

أخي الكريم المحترم

تحية طيبة...

بالنظر لما نعهد به بكم من علم ومعرفة وخبرة، أضع بين أيديكم الاستبانة التي أعدت لإكمال متطلبات نشر بحث وعنوانه (جودة الاتصال الاجتماعي كوسيط في العلاقة بين التسويق الخفي وإعادة هندسة علاقات الزبائن). لذا نرجو تعاونكم معنا في الإجابة على الفقرات التي تضمنتها الاستبانة ومن واقع خبرتك في العمل بالمتجر، علماً أن إجاباتكم تعامل بشكلٍ سرّي ولأغراض البحث العلمي حصراً .

شاكرين لكم جهودكم المباركة وحسن تعاونكم

ومن الله التوفيق...

الباحثة سامية هاني عجيل

الباحث الحمزه فاضل عباس

جودة التواصل الاجتماعي :

جودة الاتصال هي مزيج من جودة المعلومات وتفضيل المصدر أو توصيل اتصالات ملائمة وفي الوقت المناسب وتكون دقيقة وكاملة وذات مصداقية. ومتغيراته كالاتي:

-1 الثقة :

الثقة هي الآلية الاجتماعية التي تسمح للأفراد لإدارة التسامح وعدم اليقين المتزايد. يُنظر إلى الثقة باعتبارها سمة جماعية وتعتبر بمثابة وظيفة للنظام الاجتماعي (Garbarino,1990).

ت	الفقرات	اتفق تماماً	اتفق	محايد	لا اتفق	لا اتفق تماماً
1	وضوح ودقة كل من المعلومات الشفهية والمكتوبة الموجهة إلى الزبون وقدرة الموظفين على الاستماع إلى الزبون وفهمه. وهذا يشمل إبقاء الزبون على اطلاع.					
2	موثوقية واتساق أداء الخدمة والسلع والموظفين. وهذا يشمل تقديم الخدمات في الوقت المحدد والقدرة على الاحتفاظ بالاتفاقات المبرمة مع الزبون.					
3	يحاول المسوق كسب ثقة العميل من خلال التعامل					



الواضح والشفاف					
الجزء الملائم من خطة التسويق هي صياغة مصداقية وعلاقة قوية مع الزبائن في كل خطوة.	4				

-2 الرضا :

رضا العملاء هو عامل يزيد الثقة في المنظمة التي تقدم المنتج / الخدمة. وان العلاقة مع المنظمة قد تزيد من الرضا ورضا المستهلك وتستمر في الارتباط بالمنظمة.

ت	الفقرات	اتفق تماما	اتفق	محايد	لا اتفق	لا اتفق تماما
1	تعدد وظيفة المنتج أو الخدمة. اي ان يلبي المنتج أو الخدمة النهائية كل احتياجات الزبائن.					
2	قدرة مزود الخدمة او المسوق على التواصل مع الزبائن بطريقة سهلة ومفهومة.					
3	السلامة الشخصية للزبون والحفاظ على ممتلكاته أثناء تلقي الخدمة أو المنتج.					
4	المسوق يحاول أن يجعل الزبون على اتصال مع المنظمة في كل الاوقات.					

-3 الالتزام :

ويعني تحديد قوة تربط الفرد بمسار العمل ذو صلة بواحد أو أكثر من الأهداف ، ويحدد الالتزام في منظمات تجاه زبائنهم مثل الالتزام العاطفي.

ت	الفقرات	اتفق تماما	اتفق	محايد	لا اتفق	لا اتفق تماما
1	يحاول المسوق أن يكون موثوقاً به من قبل الزبائن وان يحتفظ بهم في المنظمة.					
2	المنظمة مهتمة بأن تعطي أفضل جودة لديها للزبائن.					
3	تحاول المنظمة دائماً معرفة مشاعر الزبائن تجاه منتجاتها وخدماتها المتنوعة.					
4	تحاول المنظمة استخدام اجراءات مختلفة لجعل الزبائن سعداء.					

التسويق الخفي :

سعي المسوقين إلى إيجاد طرق تسويقية غير تقييدية وغير مألوفة وغير مشروعة تساعد في التأثير عمى الزبائن بصورة مباشرة، والعمل باتجاه تسخير خيال الزبون وايامو لغرض استهلاك المنتجات بطرق غير قانونية أو غير أخلاقية لتحقيق التفوق التنافسي وكسب الأرباح. ﴿ ، ويقاس بدلالة المتغيرات الفرعية الآتية (Ataee , Akelaby ; 2016):

-1 الخداع

﴿ ويشير إلى الحالة التي يسعى من خلالها المسوقين تسويق منتجاتهم وأقناع زبائنهم بطريقة لا يتم الإفصاح عن طبيعة وهوية المنتجات المسوقة ، فضلا عن الامتناع عن تقديم معلومات مباشرة تم طلبها من الزبون)

ت	الفقرات	اتفق تماما	اتفق	محايد	لا اتفق	لا اتفق تماما
1	يستعمل المسوق مع الزبائن بعض وسائل التشويش عن جودة المنتج مما يؤثر سلبا على قرار شراء المنتج التي لم يلبي رغبات الزبائن.					
2	لا يفصح المسوق عن جهة التصنيع الاصلية الى					



					الزيائن.
				3	المسوق لايساعد الزبون في تقديم معلومات كافية عن المنتج وبعضها مظلل وغير صحيح.
				4	يحاول المسوق اقناع الزياائن بشراء المنتج بعد الخداع والتظليل.
				5	يستخدم المسوق طرق فيها ابداع من استخدام الاكاذيب واريك الزبون عند عملية الشراء.

-2 التدخل :

ويشير إلى التدخل الغير المسموح به، والذي يعكس كافة الحالات التي لا يرغب الزياائن بالحديث عليها كحرية التعبير تجاه منتجات المسوقين، و يشمل كافة الأنشطة التي يتبعها المسوقين من أجل دفع الزياائن لتقديم تنازلات واضحة و دفعهم في شراء منتجات الشركة.

ت	الفقرات	اتفق تماما	اتفق	محايد	لااتفق	لااتفق تماما
1	عند التسوق يكون هناك تدخل واضح وغير مسموح به من قبل المسوق مما يشوش على قرار الشراء.					
2	يجادل المسوق أن يقنعني لتقديم تنازلات لشراء منتج اخر غير الذي قصدته للشراء					
3	يحاول المسوق التسلل ورصد كافة حركات الزبون في المتجر ليؤثر على شراء منتجات محددة.					
4	يحاول المسوق ان يجذب انتباه الزياائن عن المنتجات المنافسة لهم بطريقة واضحة.					
5	الزبون يتضايق من طريقة كلام المسوق عن المنافسين ومنتجاتهم وعدم الاكتفاء بعرض مزايا منتجاته.					

-3 الاستغلال :

ويشير إلى الحالة التي يسعى من خلالها المسوقين إلى استغلال الطبيعة البشرية واستخدامهم لغرض تحقيق أهداف تسويقية بحتة، وذلك من خلال استخدام الزياائن كأداة ترويجية فضلا عن خلق فرص جديدة.

ت	الفقرات	اتفق تماما	اتفق	محايد	لااتفق	لااتفق تماما
1	يحاول المسوق ان يستغل ضعف الزياائن في معرفة خصائص المنتج الجديد ويحاول اظهار منتج شركته كأفضل منتج					
2	يستغل المسوق الزياائن كأداة لمشروعه من دون علمهم					
3	يحاول المسوق معرفة انطباع الزياائن عن المنتجات المنافسة ويستخدمهم كأداة لجمع المعلومات					
4	يحاول المسوق ان يتجاذب اطراف الحديث مع الزياائن لمعرفة افضل التصاميم الخاصة بالمنافسين.					
5	دائما ما يحاول المسوق من مصادرة جهود الزياائن عند ابلاغه له عن مزايا وعيوب منتجاتهم.					

إعادة هندسة العلاقة مع الزياائن :

إنها طريقة لفهم سلوك الزبون من خلال التواصل المكثف معه لتحسين الأداء ، والذي يتمثل في جذب العميل ، والحفاظ عليه و زيادة ولائه وربحيته.

1-الاكتساب :



يعتمد التسويق بالعلاقات على التواصل واكتساب الزبائن ومعرفة متطلباتهم ومحاولة الحفاظ عليهم وعلى التبادل المنفعي بين المنظمة والزبائن.

ت	الفقرات	اتفق تماما	اتفق	محايد	لا اتفق	لا اتفق تماما
1	يحاول المسوق إظهار العميل أن منتجه ليس به اي عيوب.					
2	تقدم الشركة معلومات كافية للزبائن لجذب زبائن جدد.					
3	ترغب الشركة في اعلام الزبون للتوصية بأخرين لشراء منها					
4	الوضوح والصدق هو عامل رئيسي يمكن أن يكسب زبائن جدد.					

2- الاحتفاظ بالزبائن :

يعد الاحتفاظ بالزبون نشاطاً تتعهد به الشركة لتقليل انشغاقات الزبائن. ولا تتعلق قدرة المنظمات على الاحتفاظ وجذب زبائن جدد وجذبهم داخل السوق. بل وسيلة فعالة لزيادة سمعة المنظمة كذلك. (Tsetse, 2013)

ت	الفقرات	اتفق تماما	اتفق	محايد	لا اتفق	لا اتفق تماما
1	تحاول الشركة ان تفهم مشاكل الزبائن التي لديها.					
2	عملية الشكاوى من قبل الزبائن بسيطة في الشركة ويمكن حلها بسهولة.					
3	تحاول الشركة تقديم المنتجات وان تعد الزبائن لكثير من الخدمات.					
4	تعمل الشركة بجد على أداء خدماتها بصورة فعالة الى الزبائن بأعتباره الحق الأول لهم.					

3- استيعاد الزبائن :

ان إدارة استعادة العملاء تشمل التخطيط ، والتحقق ، والتحكم في جميع العمليات التي تضعها الشركة لاستعادة العملاء الذين يقدمون إشعارًا بإنهاء علاقة التعامل مع الشركة أو التي انتهت علاقتهم بالفعل. (Ritter, 2004)

ت	الفقرات	اتفق تماما	اتفق	محايد	لا اتفق	لا اتفق تماما
1	الشركة مستعدة تماماً لحل علاقات الزبائن إذا لزم الأمر.					
2	لدى الشركة صورة واضحة جداً حول الزبائن التي لا تريد التعامل معهم.					
3	يشير المدراء دائماً على أن الزبائن السبيين أفضل من عدم وجود زبائن.					