

Keeping the distance – the role of attachment orientations for customer engagement.

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Keeping the distance – the role of attachment orientations for customer engagement.

Abstract

While companies aim to build strong relationships to drive engagement, research on relationship refusal shows customers often resist closeness and companies overestimate their influence. Extending this to engagement, our study demonstrates how attachment dimensions hinder engagement behavior. Two surveys – one on a consumer goods brand, the other on an online fashion retailer – reveal attachment avoidance consistently reduces engagement across contexts, reinforcing attachment theory's relevance. Utilizing context-specific engagement scales, we address gaps in literature. Managers should segment avoidant customers to optimize resources and adjust communications for anxiously attached customers for tailored engagement. Future research should explore mediating variables and attachment orientations' role in engagement initiatives. Unexpected findings on attachment anxiety offer insights into engagement dynamics, advancing academic understanding and practical strategies in customer engagement.

Track: Relationship Marketing