



























It is illustrated that the remaining seven influences *Share of Wallet, Satisfaction, Loyalty, Calculative Commitment, Trust, Confidence* and *Passion* are at the level of 60%-75%. However, at 66%, *Passion* is at the lower end of the satisfaction and important scale whereas the remaining influences in this category are at the upper end (that is >70%, and <75%). This means that these influences need some managerial attention to increase the level of satisfaction.

### **Factor analysis**

One good method of screening for efficient items is to run an exploratory factor analysis on all items contained in the survey to weed out those variables that failed to show high correlations and thereby to simplifying the data set (Field, 2009:667).

In table 2 the initial eigenvalues, extraction sums of squared loadings and rotation sums of squared loadings are summarised. The eigenvalues associated with each factor represent the variance explained by that factor. Only factors with eigenvalues, that exceed 1, according to the Kaizer criterion, were extracted (Field, 2009:6).

In total five factors have been identified. These factors explain a cumulative variance of 77% and exceeds the desired 60% variance (Kadé & Bisschoff, 2010:7) with ease. Factor 1 explained 28.17% of the variance, factor 2 explained 17.23% thereof while the other factors explained 13.45%, 9.49% and 8.44%, respectively. These factors are:

- **Factor 1: Repurchase**

Factor 1 is the most important factor and has been identified as *repurchase*. Factor 1 explains a total variance of 28.17%. The 21 items loading onto Factor 1 point to willingness and positive recommendations, repurchase intentions, feelings of trust, reciprocity and pleasure, economic advantages, passion and proudness and lastly a willingness to maintain the relationship.

- **Factor 2: Trust**

Factor 2 has been identified as *Trust*. There are nine items loading onto Factor 2 and they point to the concepts trust, promises, satisfaction and delighted. The total variance explained by Factor 2 is 17.23%.

- **Factor 3: Integrity**

Factor 3 has been identified as *Integrity*. The six items loading onto Factor 3 are resolving problems fairly and satisfactorily, respect, feeling of warmth and

comfort, enjoyment of visiting experience and putting the interest of the customer first. The total variance explained by Factor 3 is 13.45%.

- **Factor 4: Involvement**

Factor 4 has been identified as *Involvement*. The four items loading onto Factor 4 are paying attention to anything about the company, notice information related to the company, keeping up with things related to the company as well as noticing information related to the company. The total variance explained by Factor 4 is 9.49%.

- **Factor 5: Loyalty**

Factor 5 has been identified as *Loyalty*. The two items that load onto Factor 5 are firstly; treating all customers the same independent of purchase volume and secondly, not considering switching to another fertilizer company. The total variance explained by Factor 5 is 8.55%.

### Reliability of data

According to Field (2009:666), reliability comes to the forefront when variables developed from summated scales are used as predictor components in objective models. Table 2 summarises the reliability scores for the data. The Cronbach Alpha coefficient ( $\alpha$ ) is 0.987; this indicated very satisfactory reliability ( $\alpha \geq 0.70$ ) (Field, 2009:667).

**Table 2: Reliability Statistics**

Cronbach's Alpha	N of Items
.987	48

### SUMMARY

In this study, the concept of customer engagement was researched on the basis of a proposed engagement model. The aim was to determine to what degree the different influences contribute to the degree of customer engagement. The study has shown that customer engagement can be considered as a major building block in the creation of higher degrees of customer loyalty, recommendations and repurchase. Furthermore, the study shows that higher levels of customer engagement can be achieved through the important influences of trust, integrity and involvement.

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