

Marketing Monitoring and its Impact on Brand Allure: The Interactive Role of Customer Experience

Dr. Sanaa J. Mohammed

Technical Institute of Kufa, Al-Furat Al-Awsat, Iraq

Dr. Ali Aboudi Nehme

Imam Al-Kadhum College (IKC), Iraq

Dr. Zaid Abdulzahra Jaffar

University of Kufa, College of Veterinary Medicine, Najaf, Iraq

Abstract: The scope of this study is to identify the type of relationship and the direct effect of market research on brand attractiveness, and to show the interactive (modifier) effect of customer experience between market research and brand attractiveness through the strength of the relationship. However, little is known about how home appliance stores can effectively translate their market research data into a sense of emotional value for customers, which hampers the path toward achieving emotional loyalty. The market research variable had four dimensions (Strengths, Weaknesses, Opportunities, and Threats), and the brand allure variable had two dimensions (Relationships and Image). Customer experience was composed of two components: (After-Sales Support and Individualised Customer Service). The study sample was obtained from 80 home appliance stores in the governorates of Najaf and Babylon. At the same time, the research community consisted of (438) staff working in marketing (marketers, salespeople, and supervisory employees). The study was based on a random sample from which 240 questionnaires were distributed, with 235 returned. The number of questionnaires was statistically analysed (230). Data were analysed using a variety of descriptive and inferential statistical methods (e.g., means, standard deviations, and structural equation modelling (SEM) for path analysis and hypothesis testing). The software SPSS version 26 and AMOS version 26 were used to analyse the data. One of the authors of the study added that perhaps the most interesting finding was the interactive role of customer experience as a moderator, which amplifies the impact of marketing monitoring on brand preference. The most important takeaway is that data monitoring (especially threats and weaknesses) should be incorporated into customer experience design, as this is the best way to create ongoing emotional connections with consumers.

Key words: Marketing monitoring, brand allure, customer experience, home appliance stores.



This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license

Introduction:

The current market is dynamic, with rapid change, fierce competition, and continuously evolving consumer demands. As a result, organisations can no longer rely on outdated plans and random strategies to promote their products or services. What they need instead are scientific and systematic tools to understand market realities and anticipate change. One of the better-known of these tools is market monitoring, an ongoing process of collecting information — monitoring and analysing markets, competition, consumer behaviour, and the components of the environment in which marketing takes place. Market monitoring is much more than just data collection; it is also about interpreting and using the data to guide marketing strategies and facilitate more informed and accurate decisions (Boulay et al. 2021:2).

Today, value is formed not only by a product's traditional quality but also by its impact on social awareness, in a world where choices accelerate and offers become ever more similar. This is where branding came to light, not just a name or an emblem, but an unseen bond that connects the entity to the audience through feeling and belonging. How to communicate from the heart to the heart: the magic of a brand lies in its ability to transcend logic and reason. It converts the purchase process into something emotional, and even better, the desire for a product into identity expression and the exercise of personal will. What we feel about a company is not what it says about itself (Jones,2024:181)

Today, the world is full of such transformations in how consumers behave and what they want. Organisations no longer thrive on the quality of their products or services alone, but rather on being able to offer a holistic and unique customer experience. To be fair, things have changed since then – today, customers are no longer just searching for what to buy, but also how to buy it and how they feel throughout the interaction with the company. Customer experience is not something one department or team can handle; it is an organisational responsibility. Every customer touchpoint, big or small, shapes the impression a customer has of you. This means that when you invest in enhancing the customer experience, you are investing directly in the organisation's success and sustainability (Chen & Prentice, 2025:141). To carry out the research objectives and address the questions that emerged in the research, the research was organised into 4 sections. The first part contains the research methodology; the second, the theoretical framework; the third, the applied side of the research; and the fourth, the conclusion and recommendations reached by the two researchers.

1- Research Methodology

1-1- The Study Problem

The study found that although there is growing concern about the need to use market monitoring as a strategy for gathering market information, and that the brand allure is considered to be the foundation of emotional loyalty, the direct causal relationship between them remains relatively low, particularly in sectors with direct interaction, such as the electrical sector in the governorates of Najaf and Babylon. The issue is that customer experience is being used as a moderator without properly defining its proper, effective interactive role in strengthening this effect. As a result, stores fail to convert the data gained from such monitoring into additional emotional value (brand attractiveness) that customers experience, thus stifling competitive differentiation and sustainable growth in a chaotic market environment.

The research will answer the following questions:

1. To what extent are the studied sample aware of the three research variables?
2. What is the role of marketing monitoring in enhancing brand allure?
3. What is the role of the dimensions of marketing monitoring in strengthening relationships?

4. What is the role of the dimensions of marketing monitoring and image?
5. What is the interactive role of customer experience in the relationship between marketing, monitoring and enhancing brand allure?
6. How can the interactive role of customer experience be identified in the relationship between the dimensions of marketing monitoring and strengthening relationships?
7. What is the interactive role of customer experience in the relationship between the dimensions of marketing monitoring and enhancing image?

1-2- The Importance of the Research:

The importance of the research can be summarised in two main points.

➤ Cognitive/Theoretical Significance

The cognitive contribution of this research is to fill a gap in the literature and to provide an integrated theory and practical applications to explain the relationship between market monitoring and brand attraction in the home appliance retail sector in the Iraqi business environment. The study enhances marketing literature by highlighting the moderating role of customer experience as an essential mechanism that fosters the reception of market data and evokes customers' affective appeal. Additionally, it provides a localised analysis of the dimensions of these variables (e.g., relationships and image) to create a local knowledge base that could be relied upon by future research tackling the subject of building strong brands in emerging markets.

➤ Practical Significance

This research provides retailers of home appliances in the Najaf and Babylon governorates with a practical strategic framework for directing marketing and investment planning efforts toward more efficient results. This is significant because it provides marketing personnel with a model that says market monitoring alone is not enough; instead, this information needs to be translated into unique customer experiences (such as excellent after-sales service and problem-solving) that would attract the brand more. This would allow departments to pinpoint the most effective dimensions at each level (for instance, weaknesses in focus to strengthen relationships and threats focus to safeguard the image), thus leading to higher operational efficiency and the pursuit of a sustainable competitive edge.

1-3- Research Objectives:

The research objectives can be summarised as follows:

- To identify the extent to which the studied sample understands the three research variables.
- To identify the role of marketing monitoring in enhancing brand allure.
- To identify the role of marketing monitoring dimensions in strengthening relationships.
- To identify the role of marketing monitoring dimensions and brand image.
- To identify the interactive role of customer experience in the relationship between marketing monitoring and brand allure enhancement.
- To identify the interactive role of customer experience in the relationship between marketing monitoring dimensions and strengthening relationships.
- Identifying the interactive role of customer experience in the relationship between marketing monitoring dimensions in enhancing brand image.

1-4- Research Model

A hypothetical model was developed to illustrate the relationship between marketing monitoring and brand allure. This model, formulated based on existing literature, includes the following:

1. Independent Variable (X): Represented by the dimensions of marketing monitoring (market strengths, market weaknesses, market opportunities, and market threats).
2. Dependent Variable (Y): Represented by the dimensions of brand allure (relationships and image), as illustrated in Figure 1 below.
3. Interactive Variable: (INT) Represented by the dimensions of customer experience (after-sales support and personalised customer service), as illustrated in Figure 1 below.

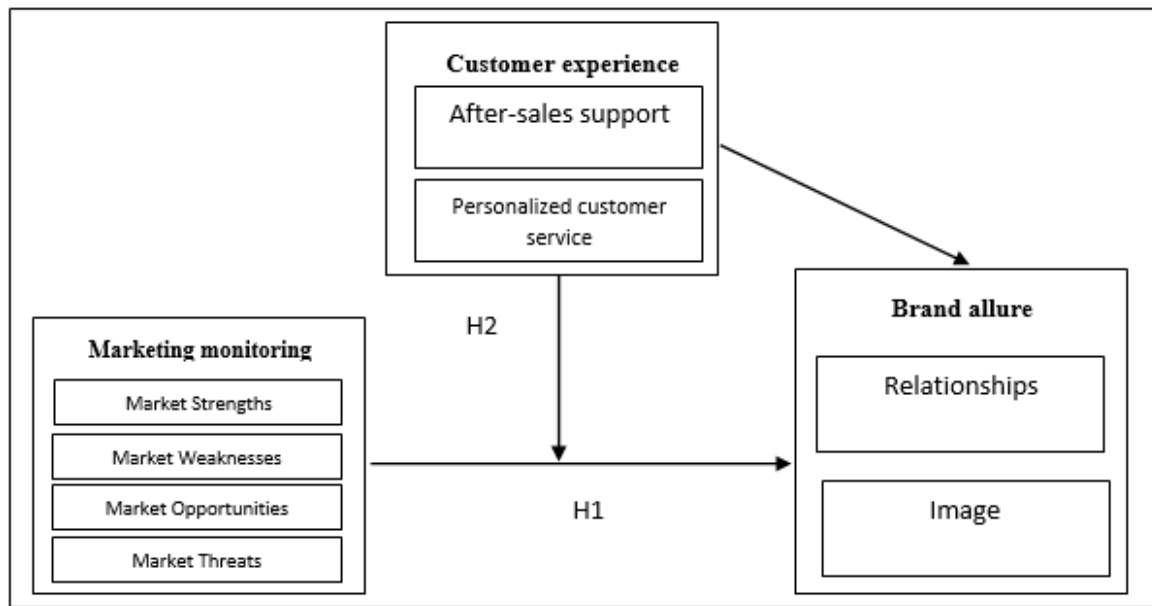


Figure 1: Study model
Source: Prepared by researchers

1-5- Research Hypotheses

Based on the hypothetical framework, the following hypotheses were developed:

1. The first main hypothesis (H1) states, "There is no statistically significant effect between the independent variable, marketing monitoring, and the dependent variable, brand allure." The following sub-hypotheses branch out from this:
 - (H1-1) There is no statistically significant effect between the dimensions of marketing monitoring and relationships.
 - (H1-2) There is no statistically significant effect between the dimensions of marketing monitoring and image.
2. The second main hypothesis (H1) states, "There is no statistically significant effect of the interactive role of customer experience on the relationship between the independent variable, marketing monitoring, and the dependent variable, brand allure." The following sub-hypotheses branch out from this:

- (H2-1) There is no statistically significant effect of the interactive role of customer experience on the relationship between the dimensions of marketing monitoring and relationships.
- (H2-2) There is no statistically significant effect of the interactive role of customer experience on the relationship between the dimensions of marketing monitoring and image.

1-6- Study Scope

The study scope is presented in three main aspects:

- **Spatial Scope:** The study is confined to electrical and home appliance shops in only 2 major governorates, namely Najaf and Babylon. The sample included marketing, sales, and supervisory personnel from these stores.
- **Temporal Scope:** They defined their data collection, analysis, and results preparation period as 2025.

1-7- Research Population and Sample:

This study actually covered the sales of home appliances in the governorates of Najaf and Babylon, with the study sample consisting of eighty (80) of the largest dealers working in this field. These retailers epitomise a vibrant and competitive market space that is incredibly dependent on marketing and sales staff to sway media-savvy consumers. Thus, this situational context was suited to testing the link between market surveillance actions and brand persuasion, as durable goods make the customer experience an essential stage of the buying process (Dolnicar, 2005). These were followed by a cautious selection of the study setting and a specific operational definition of the target population: the primary aim was to avoid bias, thus to yield results that correctly represent the real-life scenario and to test the hypotheses. Marketing employees, sales representatives, supervisors, and heads of marketing departments from the eighty retail outlets studied represented the larger study population, totalling 438 individuals. The optimal sample size was computed from the optimal sample size tables (Margen & Krjera, 1970, p. 608) to be 205 (263). Designing the Research Questionnaire (240) questionnaires¹⁰ were distributed among the Random sample, and (235) questionnaires¹¹ were returned, as the number of questionnaires was valid for Statistical analysis (230) questionnaires. The number of questionnaires valid for Statistical analysis was 230, with a high response rate (97%), which supports the argument that the sample represents the study population effectively.

Table (1) Description of the respondent sample

Classification variables	Category	repetitions	%
Gender	Male	175	76.1%
	Female	55	23.9%
	Total	230	100.0%
Educational attainment	Preparatory School or lower	14	6.1%
	Diploma	28	12.2%
	Bachelor's Degree	132	57.4%
	Master's Degree	38	16.5%
	Doctorate	18	7.8%
	Total	230	100.0%
Years of experience in marketing	Less than 5 years old	54	23.5%
	6-10 years old	48	20.9%
	11-15 years old	72	31.3%
	16 years and older	56	24.3%
	Total	230	100.0%
Job title	Marketing Staff	134	58.3%
	Sales Representative	62	27.0%

	Supervisor	34	14.8%
	Head of Marketing Department	230	100.0%

“Source: Prepared by the researchers”.

The table above shows the following:

➤ **Gender**

The results indicate that 76.1% (175 respondents) of the total sample were male, whereas 23.9% (55 respondents) were female. The findings suggest the well-known predominance of men in home appliance store marketing staff in the study population, which may influence how results are interpreted for marketing observation opinions, marketing observation behaviours, and customer experience, and should be taken into account for generalisation purposes.

➤ **Educational Attainment**

The most striking part of the chart below is how highly educated most of our respondents are: 57.4% (132 respondents) hold bachelor's degrees. Next are those with a master's degree at 16.5%, representing more than three-quarters of the sample (around 73.9%) with a university degree or higher. This is a good sign, indicating that the marketing staff has an appropriate level of knowledge that may assist in conceptualising the study's strategic concepts.

➤ **Years of Experience in Marketing**

Our data shows that years of experience were somewhat evenly distributed across a few ranges, and yet the largest group (31.3%, 72 respondents) was in the 11-15 years range. Coming in next was the 16 years or more group (24.3%), and trailing that was the less than 5-year group (23.5%). This distribution indicates a balance of extensive (depth of insight) and recent experience, thus allowing for varying diversity reflective of the career stages within the marketing sector.

➤ **Job Title**

As indicated in the table, the largest group within the sample is marketing staff at 58.3% (134 respondents), confirming the research focus at the ground level of direct execution within the marketing function. Sales reps were next at 27.0%, and the supervisor/head of the marketing department was the smallest segment at 14.8%. This makes perfect sense because it further reinforces the study's power to measure the opinions of the line—the people at the fulcrum of marketing and sales operations, directly overseeing measurement and the customer experience.

1-8-Measures and How They're Coded

The following table lists the measures selected for their appropriateness for the study setting and sample, along with the reviewers' and experts' consensus regarding their selection. The primary and sub-dimensions were also coded for easy access in statistical software (shown below in the table):

Table No. (2) Variables and their dimension based on the adopted measure

Variables	Dimensions	Coding	Measurements
Marketing Monitoring X	Market Strengths	X1	Chykurkova et al., 2025
	Market Weaknesses	X2	
	Market Opportunities	X3	
	Market Threats	X4	
Brand allure Y	Relationships	Y1	Biel, 1997
	Image	Y2	

Customer Experience INT	After-Sales Support	INT1	Daqar & Smoudy, 2019
	Personalised Customer Service	INT2	

“The researcher prepared the source based on the literature mentioned in the table”.

2- The Instrumental Cognition of the Research Variables

The section will be focused on the theoretical background of the research variables, which is a broad literature review of the literature of each notion of marketing monitoring, brand allure and customer experience in the workplace, as follows:

1-1- The Concept of Marketing Monitoring:

With the rapid economic and technological changes taking place worldwide, information has become a core building block for developing a competitive advantage. Market success is no longer simply a function of a good product or service but also of an organisation's ability to comprehend and maintain an ever-evolving market landscape. It is worth noting that, from this standpoint, the phenomenon of marketing monitoring has been defined as a key instrument that provides companies with an opportunity to exercise control over factors in the external environment, both economic, social, and technological (Bondarenko et al., 2018:809).

Marketing monitoring is an inherent and systematic function of marketing that gathers and processes information about markets, competitors, customers, and factors that impact the marketing environment. Not just tracking current activity in the market, but also predicting how the market will change and where new opportunities or threats may arise. Marketing monitoring is important because it provides companies with the necessary data and indicators that not only help improve the product but also inform their promotional strategy, increasing competitiveness and market success (Tkachuk et al., 2024:68).

This type of marketing monitoring goes beyond simply keeping tabs on the competition or tracking customer behaviour; it also involves analysing general market trends and potential opportunities and threats, which helps you make better, more agile marketing decisions. Due to the sharpening battle for market share and a rise in consumer awareness, marketing monitoring has evolved into a strategic imperative for organisations to calibrate in times of increasing market complexity and uncertainty (Kent et al., 2024:3).

Bondarenko et al. Marketing monitoring is part of the marketing information system according to (2018:807). It includes daily tracking and gathering information about changes in the marketing environment to detect opportunities and threats, improve balance, mobilise and allocate resources, enhance the performance of internal activities, rely on operational and accounting data, involve a relatively small number of people, and make operational decisions.

Metelenko et al. According to (2020:431), marketing monitoring is the continuous and systematic collection, recording, analysis, and interpretation of information about the internal and external marketing environment to provide necessary input to marketing decision-making and to create competitive advantage.

Mökander et al. Marketing monitoring is a strategic, ongoing process of watching, analysing, and verifying domain variables within a given market that could potentially impact the organisation as a target (competitor, customer, regulation, and technology) (2022:252). Asturias et al. It is characterised as a management activity based on the systematic monitoring of information about markets, competitors, and customers to develop marketing actions (Sinkovics et al. 2023:921).

1-2- Dimensions of Marketing Monitoring:

Marketing used to be all about doing things right, but not anymore in the ever-changing, high-speed business environment. The identification of domestic tourism now depends on how marketing adequacy is monitored. By addressing these dimensions, organisations can become proactive in anticipating changes, opportunities and threats that may affect the marketing activity. These dimensions should be understood, and then measures and soft responses with intelligence and flexibility have to be taken to gain a great competitive advantage as well as to provide the organisation with the capability to evolve and learn in a highly volatile and complex marketplace (Chykurkova et al., 2025:51).

2-2-1- Market Strengths:

With business horizons ever changing, organisations need to grasp a far deeper and wider understanding of the market they are involved in. Understanding the market environment is the foundation for effective strategies that can address challenges and opportunities. A critical part of this analysis is recognising the target market's strengths. Such an analysis goes a long way toward painting that clearer picture, allowing decision-makers to appropriately align resources and capitalise on opportunities available to them for growth and expansion (Hogan, 2021:2).

2-2-2- Market Weaknesses:

Beyond opportunity hunting and capability assessment, market monitoring — in the ever-changing, uncertain business landscape — matters now more than ever. It also involves supervising and identifying weaknesses in the market that might obstruct growth and expansion or challenge the consistency of marketing performance. Market weaknesses can be represented in different forms, to name a few: weak demand, demand-side price variations, deficient distribution channels, low product market awareness, or data and information gaps. In this sense, organisations with a more integrated and realistic supervision can better identify weaknesses early on and, with it, make appropriate decisions, becoming better positioned to overcome adversities and consequently increasing performance in the market (Lobo et al., 2020:2).

2-2-3- Market Opportunities:

Find market opportunities. Market monitoring is a fundamental part of discovering market opportunities. It tracks changes in consumer behaviour, identifies the supply-and-demand gap, and forecasts future trends. Such opportunities are strategic hotspots where product development and market entry collide. Market opportunities and monitoring share a close relationship: Monitoring is a detection and analytical instrument; opportunities are actionable, investment-worthy outcomes. The more accurate and realistic the monitoring, the stronger an organisation's ability to identify opportunities on time and make strategic decisions to deliver long-term value (Mahmoud & Hasan, 2025: 29).

2-2-4- Market Threats:

Market threats, which may be defined as external or internal challenges that can directly or indirectly impact an organisation's ability to retain or create market share and to reach its strategic goal or mission, are becoming a more prevalent problem organisations face today. One of these threats is the emergence of new competitors. Observing changes in demand, prices, customer preferences, economic crises, or technological advancements can degrade the efficiency of existing business models. In this volatile environment, a key element for coping is market monitoring. It is a mechanism of early detection of threats, in-depth analysis and assessment of their impact on different components of the enterprise (Baklushina et al., 2021:16)

1-3- The Concept of Brand allure:

In this crowded world of products and services, quality or price alone is no longer sufficient to differentiate. Attraction and loyalty have now become part of the game of identity and impression

management. Enter the magic of the brand, the intangible force that elevates a name above a knapsack, a bottle, or a colour palette: it manifests as an integrated experience. This sensation bypasses reason and lodges itself in memory and emotion (Arnould et al., 2018:28).

Brands aren't sold, they're told, told, lived, owned. Everything is a promise, everything is an identity, and everything is a message—down to the logo, the tone of voice, the packaging, and the communication they have with you. Once you master this magic, your brand takes on an identity that can evoke, differentiate, and forge priceless emotional loyalty (Goodwin, 2017:50).

This magic cannot be quantified or expressed in numbers. It is crafted from nuance: an emotion, an essence, and a series of pledges that speak to the heart before the brain. It is the force that converts a regular product into an experience beyond the digits. This goes to the back of the mind, and a brand name is also integral. But in this era of sameness and redundancy, you cannot just be good; you have to be great. For someone trying to differentiate themselves in a sea of homogenisation, realising this magic is essential and can become the strategic weapon needed to build loyalty, influence, and durability (Palo et al., 2020:6).

Brand allure cannot be faked or imitated to this extent. Instead, it is earned through a gradual relationship built on qualitative terms, with candidness and transparency, in a memorable way. And a brand that succeeds in creating this kind of magic ends up not just with customers but with an audience that swears by it, advocates it, and sticks by it in the long run. This magic is not conjured randomly; it is the by-product of the careful play of unique visual identity, marketing views, history, and trust. This is less a "luck" thing and more a long-term play for a real emotional connection with your audience (Pitre, 2023:717).

Consumer attraction to a certain brand arises from the interplay of various sensory and emotional elements, such as visual identity, communication messages, values, and experiences that a brand can provide (Nobre et al., 2020:46).

According to Goodwin (2017:2), brand attraction indicates the capacity of a brand to be emotionally important to the consumer in comparison to other brands, whereby the creation of long-term relationships characteristic of brand attraction will result in a desire to purchase a product from that particular brand over a look-alike alternative that is similar to others of the same quality or price.

Ruangkanjanases et al. Limon (2023:1589) describes it as the mental representation that a consumer establishes in his mind towards a brand, which will translate into a spontaneous, positive psychological response that occurs over time and is built through repeated experiences, images, sounds, messages, and interactions.

According to Gofur & Shafariah (2025:15), brand love refers to the deeper, affectionate connections and perceptions that lead a consumer to perceive the brand as an extension of himself or a vehicle for self-concept and social identity expression.

1-4- Dimension of brand attraction

It is a phenomenon that occurs within a specific set of dimensions that influence consumer perception and behaviour. These dimensions shape a particular brand experience and improve brand equity in the mind and heart of the consumer (Biel, 1997:9):

2-4-1- Relationships:

In today's world, relationships are the real key to building and growing a brand. A brand is not just a logo or a product sold by companies anymore; it stands for a combination of values, feelings, and impressions that the public has of a brand, a development that takes place through ongoing interactions and communications. Brand attractiveness is not only a matter of drawing attention, but rather about the whole human experience in branding, which can only be established through

long-lasting relationships with customers based on trust, communication, and mutual respect (Albert & Merunka, 2013:18).

Relationships are probably the most profound bonds that dictate experiences and guide decisions, both in day-to-day life and in business contexts. Thanks to marketing and branding concepts that evolve as fast as they are sometimes developed, one cannot longer define the consumer dialogue with the brand as a mere buy-sell exchange, but rather as a complex web of emotional entanglements fastened on trust, appreciation, and belonging. This attraction is not accidental but is created with the audience and their likes and dislikes in mind: the more distinct the relationship, the more favourable the impact between them. More authentic and deeper, the brand becomes more impactful, and allure becomes part of the consumer's experience and identity (Merlo et al., 2023:617).

2-4-2- Image:

You are a much-misused and imperative piece of how brands make first impressions and relate with their audiences to the extreme degree to which we now live our lives, photographing ourselves where we cross, confirming — in a world chock full of shocking images and opening videos — reality will tumble up and most brand combinations. It is the face seen before a message is received. It goes beyond skin-deep, representing identity, personality, and values. If effectively and balanced with the brand content designed and delivered, it acts as a sharpshooter in creating what has been defined as allure of brand- that instant emotional appeal, differentiation, and salience that words cannot justify (Nobre et al., 2020:40). There is a symbiotic relationship between image and allure; the image creates the emotion, the allure confirms the image with a brand that will be remembered, set aside as a product or service, but a live experience that can stay in the minds and hearts of the audience (Diputra, & Yasa, 2021:32).

1-5- The Concept of Customer Experience:

Due to competitors fighting against one another and customers becoming increasingly demanding, it is no longer enough to sell a quality product. Instead, customer experience has become an integral factor in building trust in the organisation & its customers. With the changing dynamics of the business world, a good product or a favourable price is no longer enough for an organisation to be successful. The acquisition of customers has become one of the most fundamental pillars for the sustainability and development of any commercial or service activity (Huang et al., 2021:3).

Customer experience covers every part of what a customer encounters, from becoming acquainted with the brand to purchasing it, and even after-sales support. It represents how one can communicate with their customers at different levels. It comprises service quality, responsiveness, individual attention, and many small nuances that have a huge impact on the customer (Becker & Jaakkola, 2020:637). The customer experience refers to the human aspect of the relationship between an organisation and its customers, where emotional, cognitive, and behavioural elements interact, and it is an important factor in yardsticks of customer satisfaction and loyalty (Papão et al., 2017). Increasingly, organisations of all types have understood that customer experience matters and that they must endeavour to manage and continuously develop it to gain a competitive edge and a stable customer relationship (Godovykh & Tasci, 2020:6).

Nowadays, the knowledge and improvement of the customer experience have become a key strategic imperative rather than a marketing luxury, as they align directly with customer satisfaction, business reputation, and revenue growth. The markets have changed, and consumers have more choices than ever before, meaning companies cannot rely on solid products or services to succeed. Rather, it is the total customer experience that has become an essential driver of loyalty and competitive advantage (Ameen et al., 2021:2).

So, customer experience encompasses everything from product pitching to the point of buying, to after-sales royalties - it is not just an isolated moment of purchase, but all the moments along the customer journey till the time they are attached to you, good or bad. Moreover, customer-centric service delivery becomes such integral component that the fate of any organisation now lies in its proficiency to deliver a seamless, integrated and satisfactory experience both electronically and physically demonstrating its genuine care for customer hope and desire (Nguyen & Le (2025:3). According to each individual and the needs of the customer, customer experience is personal and subjective, but in general, the most influential factor for customer satisfaction and brand loyalty (Nguyen & Le, 2025:2).

Zeng et al. (2025:2) "Customer Experience is the overall and cumulative impression Customers form of a Customer through the Multiple Interactions/ Touch Points of the Product /Service /Organisation". This experience encompasses everything the customer experiences from the time they discover the brand through the buying or usage process, and even post-sale support and follow-up services until the applicable stage. Hence, the customer experience has become a strategic yardstick for organisations to assess and enhance performance, and a key unit of measurement for establishing trust and long-term partnerships with customers.

Customer experience is built on trust and satisfaction, as well as a sense of belonging, which can only be earned by providing a differentiated experience that raises every customer's expectations. A successful organisation is constantly improving the quality of its products, services, and customer experiences across all channels. As a result, it has near-precise knowledge of customer behaviour and preferences at all times. It turns customer acquisition into a strategic exercise that requires careful planning, excellent communication, and integrated cooperation across all departments of the organisation (Famoti et al., 2025:949).

Customer experience is essentially defined as the totality of interactions a customer has with a company over the duration of their relationship, from the first time a customer is exposed to the company right through to purchase (even after — Godovykh & Tasci, 2020:4). This considers their emotions, assessments, and contentment with those interactions.

Huang et al. (2021:2) described customer experience as the perception customers form of an organisation through every interaction with various touchpoints, employees, and technologies over time. According to Pusceddu et al. (2025:6), the customer experience is the perception the customer has of a brand through his/her interaction(s) with the supplier's staff, system, channels, or product(s).

Rana et al. The holistic customer perception of his/her relationship with a brand that evolves throughout the customer journey is defined as the brand experience (2025:148).

1-6- Dimensions of Customer Experience:

The customer experience dimensions refer to the wide range of emotional, functional, behavioural, communicative, technical, temporal, or value-based aspects that shape the evaluation of an interaction between an organisation and its customers. Knowledge of these dimensions is a basic step in designing an integrated experience that achieves satisfaction and loyalty and improves its competitive advantage in the market (Daqar & Smoudy, 2019:26).

2-6-1- After-Sales Support:

This includes activities and services such as service, replacement, customer service, follow-up, and quality assurance, among others, which are more like an extension of the customer experience with the brand. When this support is efficient, fast (and without the long-ish wait times that come with calling traditional customer care), respectful, empathetic, and positive, it creates a ripple effect that improves the organisation's image and converts customers into positive ambassadors (Tkaczyk et al., 2025:234).

Providing good customer care is not just about delivering a product; it paves the way for a journey that includes follow-up, technical support, maintenance, and problem-solving. It is a test of how credibly the organisation is able to represent itself and its interest in having a long-term relationship, which also reflects on customer impressions, loyalty, and trust. With after-sales support no longer optional, it has since emerged as a strategic pillar for enhancing the customer experience and thereby gaining market competitiveness (Bumanlag et al., 2025:269).

2-6-2- Personalised Customer Service:

Modern customers expect organisations to understand them as individuals – not as digits – and to serve them with services that consider their preferences, actions, and actual requirements. This further points out that custom customer service is one of the main factors in designing your customer experience. Customer. Personalised customer service and customer experience — The relationship is directly proportional. The more personalised, the better the quality of the experience and the better the ability to convert the customer from a consumer to a sustainable player in the organisation's success (Blümel et al., 2024:7).

Personalised service not only means getting what you want, but also knowing what each individual characteristic is and what you might need. This kind of attention creates satisfaction and emotional gap fill, and is integral to making the customer experience better than they ever thought possible and therefore, better than normal. Customised customer service is about delivering a personalised experience to every customer, whether that means calling them by name or suggesting more choices based on their purchasing history. Such service adds value to the customer experience and creates an aura of care and exclusivity, resulting in the customer becoming more loyal and trusting towards the organisation (Kim & Yeo, 2025:3).

2- Practical Aspects

2-1- Tests of Scale Reliability and Normality

Testing the study instrument's standard properties is a crucial stage to ensure the results will be valid and reliable. Here, we begin validating the instrument to determine whether it can measure the concepts effectively and reliably. In this context, high Cronbach's alpha was one of the main indicators used to assess the internal consistency of the items within each dimension. Data normality was also assessed using skewness and kurtosis indices to ensure the data met parametric statistical analysis assumptions and the soundness and rationality of the conclusions obtained from hypothesis testing. Source: Hair et al., 2010

Table 3 displays the reliability coefficients and normality of the different dimensions and items.

Variables	Dimensions	Number of paragraphs	stability coefficient	Skewness	Kurtosis
Marketing monitoring	Market Strengths	4	89.55%	1.434	-1.402
	Market Weaknesses	4	90.18%	1.377	-1.301
	Market Opportunities	4	88.37%	1.001	-1.101
	Market Threats	4	79.99%	1.613	-1.578
All sections of the marketing monitoring dimensions		16	87.02%	1.356	-1.346
Brand allure	Relationships	4	83.65%	1.532	-1.555
	Image	4	92.41%	1.042	-0.943
All aspects of the brand's magic dimensions		8	88.03%	1.287	-1.249
Customer experience	After-sales support	4	85.77%	0.898	-0.907
	Personalised customer service	4	75.31%	0.772	-0.668
All aspects of customer experience		8	80.54%	0.835	-0.788

"The source was prepared by the researchers using the SPSS program".

The study instrument was found to have good and very good measurement properties with respect to reliability. Across all dimensions, Cronbach's alpha reliability coefficients were between 75.31% for the "Customer Service Personality" dimension and 92.41% for the "Image" dimension. These high values for both dimensions, and for each dimension separately, greatly exceed the satisficing threshold (70%), indicating that the items are internally consistent and measure the same aspects of the concept with a high level of reliability. As expected, all skewness values were positive (0.772-1.613) and all kurtosis values were negative (-0.668 -1.578). According to Hair et al, all of these values are in the statistically acceptable range (less than -1.96, +1.96), indicating that the distributions are very close to a normal distribution, and thus the subsequent requirements for using parametric statistical tests, including regression and correlation analysis to test the study hypotheses, are met (2010).

2-2- Descriptive Analysis of Sample Responses

This section describes the study results by reviewing the opinions and preferences of the employees (in the studied stores) in the study sample of 230 respondents. It determines the level of agreement regarding the suitability of the measurement instrument items to them by focusing on descriptive statistical analyses, namely, (arithmetic mean, standard deviation, relative importance, coefficient of variation, and level and direction of response) for each item of the variables under study. Therefore, to measure the level and direction of response, the five-point Likert scale can be used to extract categories that allow assessment of the study sample's response to the study items. This is done by determining the range ($5 - 1 = 4$), then dividing the range by the number of categories (5) ($4/5 = 0.80$), and finally adding (0.80) to the lower limit.

The relative importance is measured by dividing the lowest and highest scores in the response level and direction categories by the highest score on a five-point Likert scale (5). Table 4 illustrates the degree of preference for response level and direction.

Table (4) Criteria for the availability of study variables

Categories	Level of relative importance:	Direction of response	Categories	Answer level
0.36 – 0.01	Very weak	Disagree	1.80 – 1	Very low
Greater than 0.36 – 0.52	Weak	Disagree	2.60 – 1.81	Low
Greater than 0.52 – 0.68	Moderate	Neutral	3.40 – 2.61	Moderate
Greater than 0.68 – 0.84	Good	Agree	4.20 – 3.41	High
Greater than 0.84 – 1	Excellent	Strongly Agree	5 – 4.21	Very high

Akadiri O. P. (2011), Development of a Multi-Criteria Approach for the Selection of Wolver Hampton, U.K.

This assumes that ranges are arranged and preferred values for a 30% coefficient of variation; however, as explained (Field, 2017), they were accepted in social studies, as this indicator is an expression of the highest levels of harmony and cohesion in the responses of the sample members selected from the studied stores, to evaluate the main dimensions and variables.

3-2-1- Marketing Monitoring Variable:

The respondents' answers regarding the marketing monitoring variable showed high level of agreement in Yes scale, the overall arithmetic mean of the Variable is (3.53), with a standard

deviation equal to (0.752), and the relative importance equal to (70.5%) Therefore, this result reflects the marketing personnel intellect on marketing monitoring as a persistent and organised process of gathering and analysing pertinent information for the market, competitors, and consumers. This aligns with the strategic reasoning behind the specific role of this monitoring, enabling effective marketing decisions and ultimately unlocking competitive advantage, in alignment with the growing conscious understanding of the necessity of tracking market variables. As far as the dimensions were concerned, the following was observed:

- The dimension of Market opportunities was ranked first for both the most frequently practised and the most understood dimensions, having an arithmetic mean of (3.66), a standard deviation of (0.644), a relative importance of (73.2%) and a high level of agreement as well. This is a clear sign that the marketing team is heavily involved in identifying upcoming trends and potential market gaps, which, in turn, helps them develop products and expand into new markets. The foremost tool for spotting investment opportunities is monitoring.
- Strengths of the Market: With an average of 3.56, the Market Strengths dimension scored high, with a minimum of 2.70, a maximum of 5.00, a standard deviation of 0.725, and a relative importance of 71.2%. This shows that the respondents are highly focused on assessing competitive differentiators and market strengths, which is key to optimal resource allocation and maximising efforts across all available market advantages as a trigger for growth and scale.
- Dimensional Order of Importance: With an average of 3.54, a standard deviation of 0.792, and a relative importance of 70.8%, the Market Weaknesses dimension ranked third and also indicated a high level of response. This shows that the marketing team is diligently monitoring the market and seeking ways to address weaknesses or challenges, such as low demand or a lack of access points. It is vital to detect problems early and make informed decisions about improvements.
- The dimension of market threats was rated lowest, with a mean of 3.34, a standard deviation of 0.848, a relative importance of 66.8%, and a medium level of open response. While the mean suggests general agreement, the low value indicates that staff should improve early and genuine monitoring of external influences that could adversely affect its market share, such as increased competition or pricing. Successful trading and investment require the use of market monitoring as a tool to recognise matrices and evaluate their harm; this is also a prerequisite.

Table (5) Summary of descriptive indicators for the dimensions of the marketing monitoring variable

Dimensions of the Marketing Monitoring Variable		Mean	S.D	Direction	Importance %	Answer level	C.V	No.
1	Market Strengths	3.56	0.725	Agreed	71.2%	High	20.4%	2
2	Market Weaknesses	3.54	0.792	Agreed	70.8%	High	22.4%	3
3	Market Opportunities	3.66	0.644	Agreed	73.2%	High	17.6%	1
4	Market Threats	3.34	0.848	Neutral	66.8%	Medium	25.4%	4
Marketing Monitoring Variable		3.53	0.752	Agreed	70.5%	High	21.3%	

“Source: SPSS V.26 output”

3-2-2- Brand allure Variable

From the table results, which present the arithmetic means and standard deviations for the dimensions of the brand allure variable, we can see that marketing staff are aware of this feature of the brand's ability to generate supererogatory emotional value with customers that cannot be fully expressed through conventional business conduct. The general average for the Variable (3.38), standard deviation (0.737), and relative importance (67.6%) thus indicate disagreement in the importance and empowerment of a brand charm. When the dimensions were analysed separately, the relationship dimension was at the top with the arithmetic mean (3.48), the standard deviation (0.702), and the relative importance (69.6%), and a high level of agreement. This just goes to show that the workforce knows that brand allure is a function of brand-fueled human experience that is linear and endowed with trust and feedback, and that the relationship between the consumer and the brand is an emotional ride that moves beyond the exchange of goods/services to the deepest relationships that epitomise emotional loyalty. Coming second was the image dimension, with an average of 3.28, a standard deviation of 0.772, and a 65.6% relative importance; it received a moderate level of response and a "neutral" bias. This means that the role visual identity and external presence play in developing brand allure is less prominent or applicable than the relationship dimension. This requires work to educate that the image is not only a shape but an instrumental part of instant belonging and distinction, making the brand a felt experience in the mind and heart of its consumer.

Table(6) - Summary of Descriptive Indicators for the Dimensions of Brand allure Variable

Dimensions of the variable brand allure		Mean	S.D	Direction	Importance %	Answer level	C.V	No.
1	Relationships	3.48	0.702	Agreed	69.6%	High	20.2%	1
2	Image	3.28	0.772	Neutral	65.6%	Average	23.5%	2
variable brand allure		3.38	0.737	Agreed	67.6%	High	21.8%	

"Source: SPSS V.26 output"

3-2-3- Customer Experience Variable

The results are presented in a table showing the arithmetic means and standard deviations for the customer experience variable dimensions, indicating the marketing staff's interest in experiences across all forms of customer interaction with the organisation. The total arithmetic mean of the Variable was (M =3.37), a standard deviation (SD = 0.680) and a relative importance of (67.3%), which confirms a high level of agreement. This speaks to the staff's understanding of the importance of customer experience in establishing trust and loyalty, while achieving competitive advantage, and that a good product these days is not enough to secure a win. In looking up the dimensions separately, it is indicated that the personal customer service dimension ranked first came with an arithmetic mean of (3.53), standard deviation (0.662) and relative importance (70.6%), with an average response level and "neutral" sense Which indicates that the marketers see this dimen Furthermore, further explanation as the highest available significance or practice and that harmonises with the modern trends that reflects that recognition of the privacy of every client and arranging the experience according to his categorical needs increases her feeling of enjoyment and interest and transforms the ordinary experience to an unique experience. The third dimension received the lowest ranking, with a mean of 3.20, a standard deviation of 0.698, and a relative importance of 64.0%. It elicited a high level of responses, indicating strong agreement. This implies that employees acknowledge that activities and services that take place beyond the delivery of the product — like maintenance and follow-up — represent a genuine natural extension of the customer experience and a challenge to the authenticity of the organisation. Customers will turn into brand ambassadors, as this support has a significant impact. Nonetheless,

this score was lower than that for the tailored service dimension, reaffirming the stage as a strategic pillar for long-term relationships.

Table (7) Descriptive Indicators for the Dimensions of the Customer Experience Variable

	Dimensions of the variable customer experience	Mean	S.D	Direction	Importance %	Answer level	C.V	No.
1	After-sales support	3.2	0.698	Agreed	64.0%	High	21.8%	2
2	Personalised customer service	3.53	0.662	Neutral	70.6%	Average	18.8%	1
	variable customer experience	3.37	0.680	Agreed	67.3%	High	20.2%	

“Source: SPSS V.26 output”

2-3- Testing Impact Hypotheses

3-3-1- Main hypothesis (H1) The main hypothesis is as follows: "Marketing monitoring has a significant positive influence on brand attraction."

A method, sometimes referred to as structural equation modelling (SEM), is used to quantify the magnitude of the correlation and the degree to which an item fits the dimension for which it was created.

Hence, structural equation modelling is the most basic form of confirmatory factor analysis involving a sizable amount of variables seeking to reduce it to a minimum number by identifying the degree to which an item belongs to the dimension for which it was developed to assess. To adapt the confirmatory factor analysis of the study variables, the conformity criteria must apply to these variables. The table below shows the indicators that met the threshold for acceptable conformity quality per the structural equation modelling.

Table (8) Conformity Quality Indicators in accordance with the Structural Equation Modelling

Index	Rules
Ratio between (χ^2) value and degrees of freedom (GFI/df)	Less than (0.05) Good, less than (0.02) Compliant, greater than (0.05) Rejected
Quality of Fit Index (GFI)	Value range between (0) - (1), Acceptance rule: greater than (0.90), greater than (0.95) Compliant
Comparative Fit Index (CFI)	
Tucker Lewis Index (TLI)	
Root Mean Square Error of Rounding (RMSEA)	Less than (0.05) Compliant, values between (0.05 - 0.08) Good, values between (0.10 - 0.08) Average, values greater than (0.10) Rejected.
Item Saturation Rate	Greater than 0.40

“The source was prepared by the researchers based on Hair et al. (2010)”

The research is originated through a structural model that proved to be acceptable and plausible based on the quality suitability indicators which exceeded the required indicators according to (2010, Hair, et al), where the (GFI) reached a value of (0.954) and (RMSEA) (0.067) were within the limits of the right excellent level proving that the model is valid as an administrative framework. Results of the main hypothesis test conclusively confirmed the validity of the proposed model, as the structural analysis confirmed a positive, direct, and significant relation between the marketing monitoring and the brand charm, and the standardised value of the path reached (0.240). In practice, this means that each step taken by the organisation to develop and

improve its marketing monitoring practices is reflected in a direct increase of up to about 24% in the extent to which the organisation achieves brand charm. This association is highly statistically significant, with a T ratio (T) of 4.323 and a P value of 0.000, thus supporting the view that Marketing Monitoring must be adopted as a strategic methodology. From a structural perspective, this effect is justified by the monitoring function: true knowledge of rivals, advantages, and possibilities (monitored by the dimensions that compose the variable marketing monitoring in the Figure) furnishes the measurement/feedback system that strengthens the relationship and image dimensions that constitute the brand appeal. The independent Variable (marketing monitoring) explains 9% of the variation in the dependent Variable (brand charm). This percentage indicates that marketing monitoring is an effective tool for translating market knowledge into emotional value in the mind of the customer.

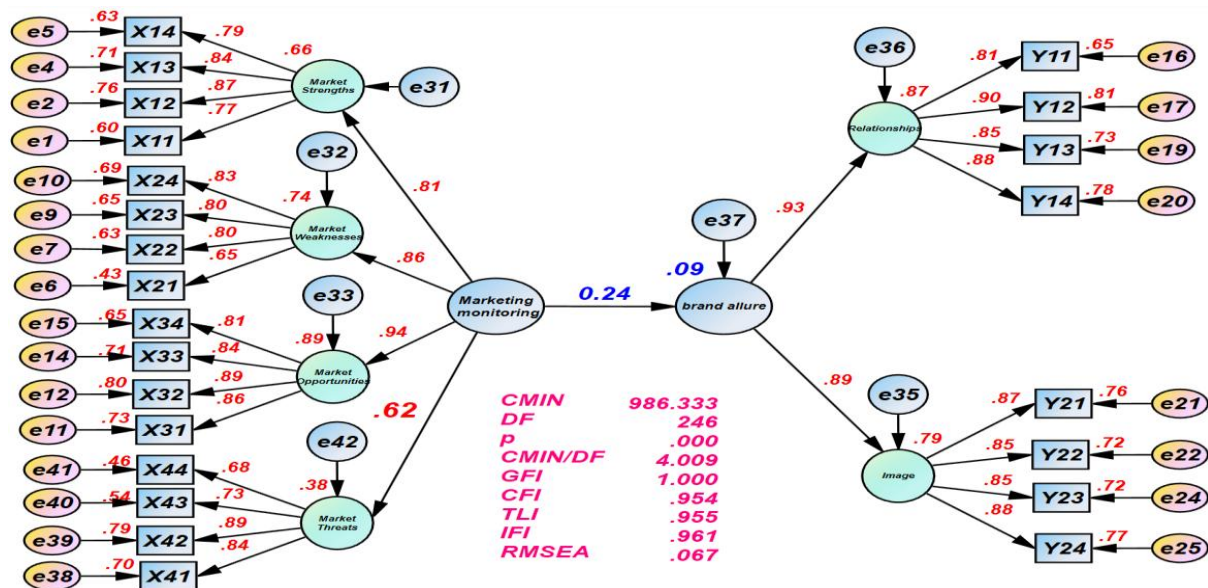


Figure (2) Structural model for applying marketing monitoring to brand allure

“Source: Prepared by the researchers based on the outputs of the statistical package AMOS.V.26”.

Table (9) Final results of the direct impact of marketing monitoring and brand allure

The path			Standardised effect	“standard error”	Critical value	R ²	Sig.
marketing monitoring	→	brand allure	0.240	0.076	4.323	9%	0.000

“Source: Prepared by the researchers based on the outputs of the statistical package AMOS V. 26.”

The following sub-hypotheses stem from the main hypothesis:

First: the impact of marketing monitoring dimensions on relationships (hypothesis H_(1.1))

Table 10: The impact of marketing monitoring on relationships

The path			(β) Standardised effect	Critical value	(Sig.)	Observation
Market Strengths	→	relationships	0.083	1.54	0.064	Non-significant
Market Weaknesses	→	relationships	0.117	2.44	0.025	Significant
Market Opportunities	→	relationships	0.098	1.99	0.042	Significant

Market Threats	→	relationships	0.056	1.43	0.143	Non-significant
----------------	---	---------------	-------	------	-------	-----------------

“Source: SPSS V.26 output”

The quantitative results from the structural equation model indicated that most of the dimensions of the marketing monitoring variable had a positive, significant influence on the relationship dimension (one of the dimensions of brand allure). The most significant dimension found was the market weaknesses dimension, with a standardised value of 0.117 at a very high significance level of 0.025. This really emphasises that, with respect to building relationships with your customer base, first & foremost, attention should be directed towards detecting market barriers & voids, as engagement with these deceptive spaces results in negative experiences for customers, which exponentially lowers the prospect of trust & loyalty. The dimension of market opportunities had a positive effect on the relation, which was also highly direct (standardised value of 0.098, significance of 0.042). This implies that, while using marketing monitoring to identify new trends and market gaps, firms can provide new value to their customers, thus giving them greater emotional appeal and brand loyalty. On the other hand, the Market Strengths and Market Threats dimensions had a non-significant, indirect effect on relationships. This implies that their impact is possibly indirect (for example, through other dimensions of Brand Charm) or that their influence on relationships is not as strong as the direct response to Market Weaknesses and Opportunities.

Second: H_(1.2): The Effect of Marketing Monitoring Dimensions on Image –

Table (11) Image; (Image and Marketing Monitoring Dimensions)

The path			(β) Standardised effect	Critical value	(Sig.)	Observation
Market Strengths	→	Image	0.244	4.12	0.001	Non-significant
Market Weaknesses	→	Image	0.066	1.27	0.130	Significant
Market Opportunities	→	Image	0.079	0.94	0.378	Significant
Market Threats	→	Image	0.142	3.69	0.007	Non-significant

“Source: SPSS V.26 output”

The findings from the PLS analysis show a positive, significant effect of the marketing monitoring dimensions on the image dimension (one of the dimensions of brand allure). The highest impact value (standardised $\beta = 0.244$) at a very strong significance level ($p\text{-value} \leq 0.001$) was detected for the market strengths dimension. The confirmation that the most likely driver of the marketing department's efforts that result in a Strong brand image in the public's mind is the analysis of competitive advantage and brand strengths. By fully understanding the elements of differentiation and strength, the organisation can craft concise, consistent marketing messages. This is the consistency that builds the first impression, enhances the brand image, and increases Memorability. Moreover, it was shown that the image was significantly affected by the dimension of market threats against it (standardised score = 0.142, $p = 0.007$). This indicates that risk monitoring (such as competition or price changes) and mitigation are effectively carried out, thereby protecting the brand image and reputation from undesirable effects. On the other hand, the market weaknesses and market opportunities dimensions did not show a significant or direct impact on the image; thus, they may indicate an indirect or less important role in shaping the visual and mental impression, compared with the concentration on highlighting the strengths.

- **The second main hypothesis is the interactive role of customer experience in the relationship between marketing monitoring and brand allure.**

The study results, using a structural equation model with good fit (GFI = 0.954 and RMSEA = 0.067; Hair, Anderson, Tatham, & Black, 2010), strongly confirm that customers' experiences interactively play a role in the relationship between marketing monitoring and brand attraction. The analysis found that marketing monitoring had a direct and positive effect on brand attraction, with a standardised coefficient of 0.240 and a statistically significant p-value of 0.000. This suggests that a strong foundation of emotional value for the brand is built on accurate information about the market, as marketing monitoring alone accounts for 9% of the variance in brand attraction. The updated trajectory demonstrated a powerful and significantly positive impact, Standard value = 0.42, Critical value = 7.765, Sig = 0.000, when the role of customer experience in its interactive format was considered in the model. Finally, it showed a large increase in the explanatory power (R^2) of brand attraction. (26%) An interactive customer experience showed a net gain of (17%) with a standardised interaction score of (0.18) and a significance of (0.000). The results here confirm that customer experience does not act as a mere mediating variable but as a moderating variable, thus boosting and augmenting the route of marketing monitoring to brand fascination. In other words, marketing monitoring (detecting strongholds, wider playing fields, and weak spots) is only marginally effective in transforming knowledge into brand appeal, and only when this knowledge traverses distinct customer experience spectrums (face-to-face customer interaction and after-sales assistance). Traditionally, market information is not enough to sow the seeds of brand fascination; it has to transmute into favourable, gratifying brand interactions with the customer. This accounted for the extra relationship customer experience in explaining an additional 17% of the variance in brand fascination.

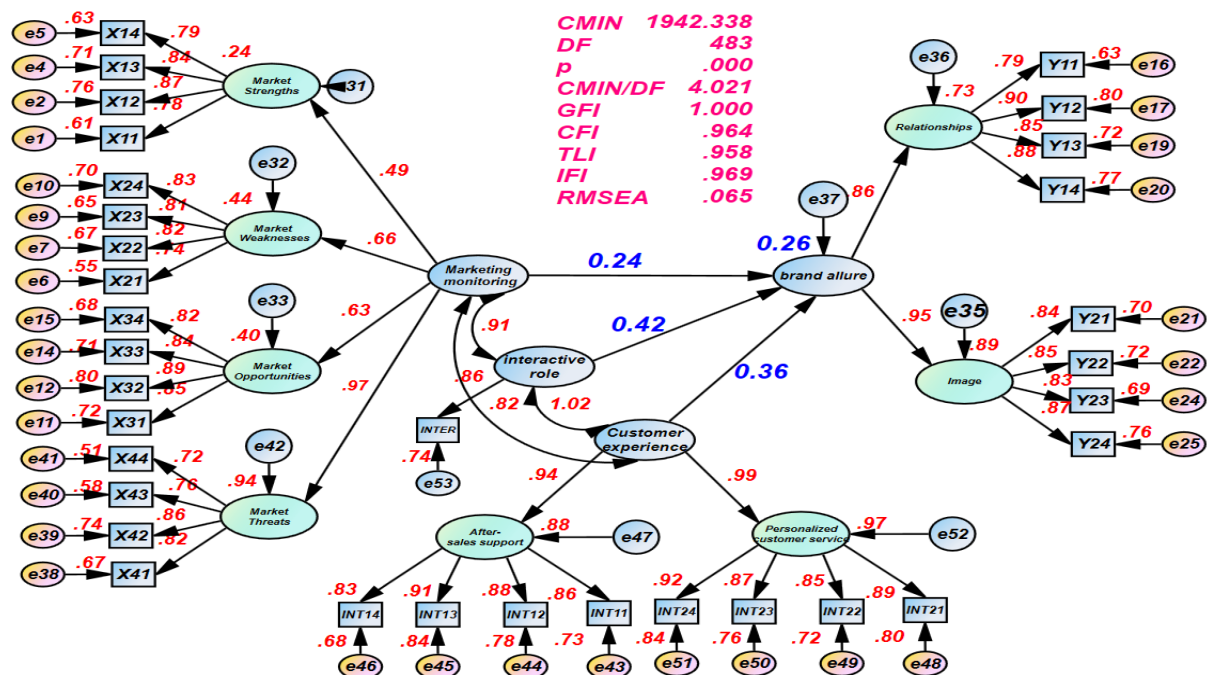


Figure 3: The structural model for applying the interactive role of customer experience in the relationship between marketing monitoring and brand allure

“Source: Prepared by the researchers based on the outputs of the statistical package AMOS V. 26.”

Table (12) Final Results: The Interactive Role of Customer Experience in the Relationship, Marketing Monitoring, and Brand allure

The path			Standardised effect	“standard error”	Critical value	R^2	Sig.
Marketing monitoring	→	Brand	0.240	0.076	4.323	9%	0.000

		allure					
The interactive role of customer experience in the relationship: Marketing monitoring and brand allure	→	Brand allure	0.42	0.056	7.765	26%	0.000
The net addition to the interactive role of customer experience in the relationship, marketing monitoring, and brand allure.							
Net addition to the interactive role	→	Brand allure	0.18	0.020	3.442	0.17	

“Source: Prepared by the researchers based on the outputs of the statistical package AMOS V. 26.”

The following sub-hypotheses stem from the main hypothesis:

First: The impact of marketing monitoring dimensions on relationships through the interactive role of customer experience dimensions (Hypothesis H_(2.1))

Table (13) The effect of marketing monitoring on the interactive role of customer experience dimensions

The path					(β) Standardise d effect	Critica l value	(Sig.)	Observatio n
Market Strengths	→	customer experienc e	→	relationship s	0.122	3.84	0.00 0	Significant
Market Weaknesses	→	customer experienc e	→	relationship s	0.245	3.54	0.00 0	Significant
Market Opportunitie s	→	customer experienc e	→	relationship s	0.213	4.54	0.00 0	Significant
Market Threats	→	customer experienc e	→	relationship s	0.276	4.65	0.00 0	Significant

“Source: SPSS V.26 output”

The statistical results gained through the structural equation model confirmed that the relationship dimension (one of the dimensions of brand allure) came closer to one due to the presence of the interactive (modifying) role of the customer experience variable, indicating a significant positive relationship between the dimensions of marketing monitoring and the relationship dimension. All interactive pathways had a statistically significant positive effect at the 0.000 level.

The results showed that the dimension of market threats had the greatest effect on relationships through the interactive role of customer experience, with a standardised score of 276, followed by the dimension of market weaknesses, with a score of 0.245. This means that external risk scanning and barrier detection matter a lot for trust and loyalty (relationship) when channelled through great customer experiences (personalised support and problem resolution). When an organisation successfully turns a threat or weakness into a positive customer experience, the likelihood of increased emotional attachment and brand loyalty is greatly enhanced.

Moreover, the dimensions of market opportunities and market strengths also had a significant, strong effect with standardised estimates of (0.213) and (0.122), respectively, controlling for

customer experience as an interaction variable. This shows that identifying strengths and opportunities is simply not enough to improve relationships; the resulting conclusions must be translated into meaningful added value in real customer interactions. This emphasises that customer experience is the main axis through which marketing monitoring has its greatest impact on relationships.

H_(2.2): Second: The Effect of Marketing Monitoring Dimensions on Image: The Moderating Role of Customer Experience Dimensions

Table (14): The Effect of Marketing Monitoring on Image: The Moderating Role of Customer Experience Dimensions

The path					(β) Standardised effect	Critical value	(Sig.)	Observation
Market Strengths	→	customer experience	→	Image	0.342	4.76	0.000	Significant
Market Weaknesses	→	customer experience	→	Image	0.254	4.76	0.002	Significant
Market Opportunities	→	customer experience	→	Image	0.354	3.94	0.001	Significant
Market Threats	→	customer experience	→	Image	0.376	3.87	0.001	Significant

“Source: SPSS V.26 output”

The statistical results from the structural equation model showed that the interactive (modifying) role of the customer experience variable strengthened the relationship between the marketing monitoring dimensions and the image dimension (one of the dimensions of brand allure). The effect sizes of all the new interactive pathways were positive and statistically significant.

It was noticeable that the interactive role of customer experience transformed market threats dimension into the most effective dimension on image, with a standardised value of (0.376) and significance of (0.001), followed by market opportunities dimension with a standardised value of (0.354). This implies that effectively monitoring risks (threats) and converting them into a positive customer experience serves as a strong pillar for protecting and enhancing brand reputation and image. The dimension of market strengths made the strongest impact as well, with a standardised value of (0.342) and a significance of (0.000), indicating that the perception of differentiation and strengths is more potent when this differentiation is experienced within the context of strong customer interactions.

This is not addition where result is sum of variables but multiplication which shows that customer experience is the main instrument through which the linkage between market information (marketing monitoring) and quality of the mental image of the brand is triggered and intensified; harmony between what is monitored and what is delivered through customer experience is the one that causes the positive mental image in the mind of the customers.

3- Conclusions and Recommendations

3-1- Conclusions

1. The marketing staff were generally aware that market monitoring is a strategic process that can significantly impact product and business performance. Unsurprisingly, the dimension devoted to market opportunities was initially identified as an "important" area for exploration, with respondents emphasising future trends in this dimension, likely reflecting the staff's forward-looking nature. On the contrary, the market threats dimension had the least depth of awareness, which means that greater effort should be devoted to anticipating and monitoring, in

- a deep way, those external opportunities associated with a risk to market share in order to produce a better integrated marketing decision-making process.
2. Results indicated that marketing personnel display a high awareness of the dimensions of brand appeal, and that the relationship dimension is of significant importance. This proves the understanding that brand appeal comes only through trust, and that continuous conversation builds emotional loyalty. On the other hand, the image was found to be at a mid-level of awareness, thus requiring necessary activities to increase staff's internal understanding of the significant contribution of a consistent visual identity and messaging to a good first impression and emotional loyalty , since an image is the interface that creates the first impression.
 3. It was concluded that marketing staff generally showed a strong interest in the customer experience variable. With both practice (35%) and perception (33%), customer service came first, suggesting an understanding of the need to customise the experience at the individual customer level. However, since after-sales support was similarly important but ranked more prosaically, the need for heightened attention to these after-sales services is a far more lasting extension of the customer experience and the organisation's credibility in sustaining long-term relationships.
 4. The statistical results indicated a positive, direct, and statistically significant effect of marketing monitoring on brand attraction, suggesting that marketing monitoring should be embraced as a strategic approach. The way this impact is interpreted is that having reliable, ongoing information about the market, competition, strengths, and opportunities provides the basis for emotional attractiveness and brand value addition in the customer's mind, thereby explaining a portion of the variation in this attraction.
 5. The results indicated a positive and significant effect of marketing monitoring dimensions on the relationship dimension (through the market weaknesses and market opportunities dimensions), with the market weaknesses dimension having the greatest impact. This means that overcoming challenges and barriers, as well as exploiting new market opportunities, are the most powerful human motivations for creating emotional and sustainable trust amongst customers. The other dimensions had no statistically significant direct effect on relationships, suggesting that their effects reside in areas where an organisation must act decisively.
 6. The analyses confirmed that the marketing monitoring dimensions have a significant positive effect on image dimensions. The maximum impact value was calculated for the market strengths dimension, followed by the market threats dimension. For public perception to remain as positive as possible in a media-drunk world, this suggests that catchy, standout market metrics, supported by prudent risk monitoring and risk management, are the two foundation stones for protecting and enhancing a positive brand image in the eyes of the public. What this show shows is that image building has to centre on differential and sun shield.
 7. Results clearly established that customer experience exerts a moderating effect on the relationship between marketing monitoring and brand appeal. After accounting for interaction, the explanatory power of brand allure increased substantially. This states that when exceptional customer experience channels deliver the market information captured through marketing monitoring, they are empowered and use marketing monitoring to create brand appeal (tattooing emotional engagement), which converts customers into lifelong partners.
 8. The results showed that all the monitoring dimensions became significant and positively significant when customer experience was included as an interactive variable, playing an important role in improving marketing monitoring of brand relationship. Monitoring market threats and weaknesses when combined with customer experience (using a 3- and 4 pairwise combo) ranked highest for impact, suggesting an organisation's ability to respond to threats and mitigate risks with positive customer experiences is the strongest driver of both customer trust

and emotional loyalty; and that customer experience is the most important channel to trigger the full effects of monitoring.

9. The results indicated that customer experience played an interactive role by strengthening the relationship between marketing monitoring and the image dimension, whereas the monitoring dimensions became significant across all dimensions. This led to the market threats and opportunities components being the most impactful, signalling that an organisation that responds well to risk and seizes the moment to capitalise on new consumer trends through great customer engagement is what sustains and enhances a positive brand image. This reinforces that a good image is founded on the balance of market insight and deliverable value at every consumer touchpoint.

3-2- Recommendations

1. Enhance Market Threat and Risk Monitoring Strategies: As relative weakness has been identified in awareness of market threats and potential risk factors, such as new entrants or price fluctuations, there is a strong need for proactive and ongoing monitoring of this dimension. With this monitoring active, quick corrective steps can be taken to prevent any untoward harm to both Share and name stature.
2. Monitor Market and Integrate -> Organisation must integrate tracking of market weaknesses and opportunities, mandatorily, and include the results in the design of the customer experience and the phases of improvement. Such integration guarantees that each unit of market information captured is converted into a strong, customised customer connection, thereby further intensifying the interactive potency that customer experience has been shown to bestow on brands (by strengthening brand attraction).
3. Invest in Exclusive After-Sales Support Services: It needs to be recognised that extended services post-product delivery form an essential extension of the customer journey; hence, they need to be elevated by the provision of tailored and effective support and maintenance solutions. This transforms the customer experience from a one-off interaction into a long-term relationship built on trust and credibility, thereby strengthening brand equity.
4. Craft brand messaging around identified strengths: The organisation is then able to take advantage of its increased understanding of what those strengths in the market are by creating marketing and visual messages that speak directly to those differentiators. This emphasis also helps develop a cohesive, unique brand perception among the audience and increase its intrinsic attractiveness.
4. Utilise the role of Market Weaknesses as a doorway to strengthen relationships: Market weaknesses should be prioritised in improvement efforts, as they have been shown to impact customer relationships the most. The best way to do this is to take a proactive, transparent approach, identifying at-risk patients and addressing these weaknesses before they turn into so many negative experiences that your emotional bonds with customers weaken.
5. Train the "image" layer: Management should direct specialised training programs for marketing and communications staff focused on creating a seamless experience at every touchpoint after visual identity and values. This addresses the time loss of attention to the creative piece and empowers staff members to support a strong first impression that cements the brand theme.
7. Embrace KPIs that couple monitoring and experience: It is advisable to move beyond traditional KPIs that only track how successfully the organisation has converted monitoring data (strengths/opportunities) into an awesome customer experience (personalised service/after-sales support). It provides that the performance of working groups is analysed by aggregating these two means of supervision and interaction to meet the strategic objectives of brand attraction.

Sources and references

1. Akadiri O. P. (2011), Development of Multi-Criteria Approach for the Selection of :Wolver Hampton, U. K.
2. Hair, Jr. J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). "Multivariate Data Analysis: A Global Perspective". London: Pearson.
3. Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of consumer marketing*, 30(3), 258-266.
4. Alexander, B., Blazquez, M., Chrimes, C., & Boardman, R. (2025). The role of immersive spaces on the customer experience: An exploration of fashion metaverses. *Psychology & Marketing*, 42(2), 539-553.
5. Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer experiences in the age of artificial intelligence. *Computers in human behavior*, 114, 106548.
6. Arnould, E., Cayla, J., & Dion, D. (2018). Fetish, magic, marketing. In *Magical capitalism: enchantment, spells, and occult practices in contemporary economies* (pp. 115-136). Cham: Springer International Publishing.
7. Asturias, E. J., Excler, J. L., Ackland, J., Cavaleri, M., Fulurija, A., Long, R., ... & Steer, A. C. (2023). Safety of *Streptococcus pyogenes* vaccines: anticipating and overcoming challenges for clinical trials and post-marketing monitoring. *Clinical Infectious Diseases*, 77(6), 917-924.
8. Baklushina, A. D., Kozlova, A. A., Kraiushkina, E. A., Sazhina, D. A., Slukina, P. A., & Yarovaya, S. I. (2021). Coronacrisis: threats and opportunities for the financial market. *Весенние дни науки.—Екатеринбург, 2021*, 15-20.
9. Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the academy of marketing science*, 48(4), 630-648.
10. Biel, A. L. (1997). Discovering brand allure: the hardness of the softer side of branding. *International Journal of Advertising*, 16(3), 199-210.
11. Blümel, J. H., Zaki, M., & Bohné, T. (2024). Personal touch in digital customer service: a conceptual framework of relational personalisation for conversational AI. *Journal of Service Theory and Practice*, 34(1), 33-65.
12. Bondarenko, V. A., Voronov, A. A., Zimina, A. A., & Penyugalova, A. V. (2018). Financial and marketing monitoring in power selling sector. *European Research Studies*, 21, 806-813.
13. Boulay, G., Blanke, D., Casanova Enault, L., & Granie, A. (2021). Moving from market opacity to methodological opacity: Are web data good enough for French property market monitoring?. *The Professional Geographer*, 73(1), 115-130.
14. Bumanlag, A. M. V., Ching, M. L., Camayran Jr, M. H., Coroza, N. J. V., & Jallorina, C. T. (2025). Study on the Efficiency of After-sales Support of Water Service Providers in Boracay Island, Malay, Aklan.
15. Butcher, J., & Pecot, F. (2022). Visually communicating brand heritage on social media: champagne on Instagram. *Journal of Product & Brand Management*, 31(4), 654-670.
16. Chen, Y., & Prentice, C. (2025). Integrating artificial intelligence and customer experience. *Australasian Marketing Journal*, 33(2), 141-153.
17. Chykurkova, A., Pokotylska, N., Dobrovolska, E., Chornobai, L., & Patsarniuk, O. (2025). Marketing monitoring as a tool for assessing the competitiveness of food industry enterprises in the agro-industrial complex. *Ekonomika APK*, 32(1), 47-58.

18. Daqar, M. A. M. A., & Smoudy, A. K. (2019). The role of artificial intelligence on enhancing customer experience. *International Review of Management and Marketing*, 9(4), 22-31.
19. Diputra, I. G. A. W., & Yasa, N. N. (2021). The influence of product quality, brand image, brand trust on customer satisfaction and loyalty. *American International Journal of Business Management (AIJBM)*, 4(1), 25-34.
20. Famoti, O., Ewim, C. P. M., Eloho, O., Muiyiwa-Ajayi, T. P., Ezechi, O. N., & Omokhoa, H. E. (2025). Revolutionising customer experience management through data-driven strategies in financial services. *International Journal of Advanced Multidisciplinary Research and Studies*. 2025a, 5(1), 948-957.
21. Godovych, M., & Tasci, A. D. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism management perspectives*, 35, 100694.
22. Gofur, A., & Shafariah, H. (2025). Starstruck bonds: Unveiling celebrity endorsement's spell on brand love, with friendship's embrace as the magic touch. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 8(1), 13-26.
23. Goodwin, J. S. (2017). *Creating Brand Communities: A Phenomenological Study on Media and the Psychology of Brand allure*. Colorado State University.
24. Hogan, W. W. (2021). Strengths and weaknesses of the PJM market model. In *Handbook on Electricity Markets* (pp. 182-204). Edward Elgar Publishing.
25. Huang, D., Chen, Q., Huang, J., Kong, S., & Li, Z. (2021). Customer-robot interactions: Understanding customer experience with service robots. *International Journal of Hospitality Management*, 99, 103078.
26. Jones, C. (2024). *Black Magic Marketing, Myth or Material? An examination of Marketing Effectiveness within the Afro-Caribbean Entrepreneurial Community in The South of London* (Doctoral dissertation, University of Sunderland).
27. Kent, M. P., Mulligan, C., Pauzé, E., Pinto, A., & Remedios, L. (2024). The food and beverage marketing monitoring framework for Canada: Development, implementation, and gaps. *Food Policy*, 122, 102587.
28. Kim, L., & Yeo, S. F. (2025). From side effects to work attitudes influencing customer service quality: moderating impacts of work experience in banking industry. *International Journal of Quality and Service Sciences*, 17(5), 1-19.
29. Lobo, G., Wang, C., Yu, X., & Zhao, Y. (2020). Material weakness in internal controls and stock price crash risk. *Journal of Accounting, Auditing & Finance*, 35(1), 106-138.
30. Mahmoud, A. A., & Hasan, R. (2025). A Comprehensive Survey on Pipeline Monitoring Technologies: Advancements, Challenges, Market Opportunities and Future Directions. *Journal of Pipeline Science and Engineering*, 100353.
31. Mehrotra, A., Agarwal, R., Khalil, A., Alzeiby, E. A., & Agarwal, V. (2024). Nitty-gritties of customer experience in metaverse retailing. *Journal of Retailing and Consumer Services*, 79, 103876.
32. Merlo, O., Eisingerich, A. B., Gillingwater, R., & Cao, J. J. (2023). Exploring the changing role of brand archetypes in customer-brand relationships: Why try to be a hero when your brand can be more?. *Business Horizons*, 66(5), 615-629.
33. Metelenko, N., Ivanenko, L., Kyianytsia, I., Holik, O., Konopliannykova, M., & Briukhanova, G. (2020). Formation of an enterprise strategy based on marketing monitoring of consumer

- behaviour. *International Journal of Advanced Research in Engineering and Technology (IJARET)*, 11(4).
34. Mökander, J., Axente, M., Casolari, F., & Floridi, L. (2022). Conformity assessments and post-market monitoring: a guide to the role of auditing in the proposed European AI regulation. *Minds and Machines*, 32(2), 241-268.
 35. Newbery, D. (2021). Strengths and weaknesses of the British market model. In *Handbook on Electricity Markets* (pp. 156-181). Edward Elgar Publishing.
 36. Nguyen, T. H., & Le, X. C. (2025). Artificial intelligence-based chatbots—a motivation underlying sustainable development in banking: standpoint of customer experience and behavioral outcomes. *Cogent Business & Management*, 12(1), 2443570.
 37. Nobre, G., Demo, G., Scussel, F., & Watanabe, E. (2020). The Magical World of Disney: building relationships with clients from the brand personality. *Tourism & Management Studies*, 16(1), 39-49.
 38. Palo, T., Mason, K., & Roscoe, P. (2020). Performing a myth to make a market: The construction of the ‘magical world’ of Santa. *Organization Studies*, 41(1), 53-75.
 39. Pitre, J. (2023). The magical work of brand futurity: The mythmaking of Disney+. *Television & New Media*, 24(6), 712-729.
 40. Pusceddu, G., Moi, L., & Cabiddu, F. (2025). Do they see eye to eye? Managing customer experience in phygital high-tech retail. *Management Decision*, 63(6), 2008-2037.
 41. Rana, N. P., Begum, N., Faisal, M. N., & Mishra, A. (2025). Customer experiences with service robots in hotels: a review and research agenda. *Journal of Hospitality Marketing & Management*, 34(2), 145-174.
 42. Ruangkanjanases, A., Khan, A., Sivarak, O., Rahardja, U., Chien, S. W., & Chen, S. C. (2023). The magic of brand experience: A value co-creation perspective of brand equity on short-form video platforms. *Emerg. Sci. J*, 7(5), 1588-1601.
 43. Tkachuk, H., Burachek, I., Vyhovskyi, V., Sotnyk, A., & Buzhymyska, K. (2024). Food company competitiveness determination using marketing monitoring. *Ekonomika APK*, 31(4), 67-77.
 44. Tkaczyk, M., Salina, A., Lyly-Yrjänäinen, J., & Laine, T. (2025). Towards a digital twin of a service: a case of communicating cost and control implications of a new after-sales service with an animation. *Qualitative Research in Accounting & Management*, 22(3), 230-255.
 45. Zeng, N., Ryding, D., Vignali, G., & Pantano, E. (2025). AR atmospherics and virtual social presence impacts on customer experience and customer engagement behaviours. *International Journal of Retail & Distribution Management*, 53(1), 58-73.