

CUSTOMER COMMITMENT AND ENGAGEMENT TOWARDS RETAIL STORES: EXPLORING GENDER DIFFERENCES

Cece Ren, Hofstra University, Hempstead, New York, USA
Charles A. McMellon, Hofstra University, Hempstead, New York, USA
William L. James, Hofstra University, Hempstead, New York, USA

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ABSTRACT

Customer Engagement, as a part of commitment in Customer Relation Management, is an important issue in marketing. Yet, Customer Engagement is not well explained in the marketing literature. Using a nationally available database we explore gender differences. Our findings suggest that there are gender differences that vary over a number of different demographic variables. Such differences in marital statues race, education, age, and employment suggest this is more complex than previously thought.

Keywords: *Consumer Engagement, Customer Relation Management, Commitment.*