

# The Mediating Role of Repositioning on The relationship Between Electronic Integrating Communication Marketing (E-IMC) and Loyalty: The Case of Commercial Banks in Egypt

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## ABSTRACT

This article aims to determine and analyze the impact of E-IMC on improving the positioning towards commercial banks in Egypt, and loyalty as well. To accomplish these objectives, a descriptive method is used. 360 customers of commercial banks in Egypt are randomly selected, which were selected for having used the internet service of these banks. The total response rate was 86.4%. The results showed that this a statistically significant relationship between E-IMC and the mental image of the customers towards the organizations to improve their image and increase the achievement of loyalty to the brand in the commercial banks. Examining the results, a reliable model has been found in managing the mental image of the organizations with their customers.

## KEYWORDS

Customer Positioning, Electronic Integrating Marketing Communication, Internet Marketing, Loyalty, Mobile Network, Repositioning

## 1. INTRODUCTION

The rapid development of the digital business environment, and after Internet becomes in everything related to human life, it has led to a change in traditional marketing communications. (Saranya & Nitha, 2015) The Internet has become the main focus of communication, whether through Advertising, Relations Public or Promotion.. Act. (Farheen Fatima et al., 2015) Not only that, but the current indicators towards the fifth generation of the Internet, where the concept of “Internet of thing” is the main focus of the adoption of institutions and organizations on marketing communications is not an option but an inevitable fact must be used, whether using Social media or through the website of the marketer or by using e-mail or through mobile networks or other means of communication. Thus, integrated electronic marketing communication has become an important tool affecting the attitudes and behavior of customers towards products and services. (Djajadi, 2016)

The rapid pace of change in marketing communications has profoundly influenced the behavior of customers as a whole and specifically customer attitudes towards products in this interactive market space.(Saadeghvaziri et al, 2013.) So, this research focused on the impact of E-IMC on achieving customer loyalty to the brand, to highlight the customer’s mental image as an intermediate variable.

Helps to understand customer responses across the digital environment in such a way that commercial banks can make better strategies to target and influence customer behaviors in a manner that maintains their loyalty; how to create a positive image for them in the public and thereby increase the ability of banks to achieve competitive advantage.

Accordingly, This Study was focused on the intermediate role of mental image by Repositioning between Electronic Integrating Communication Marketing (E-IMC) and Loyalty. But the direct relationship between E-IMC and Loyalty was studied in the previous studies.

### 1.1. Purpose of the Study

The objective is the desired level of attainment of any research or study or report (Mahtab N, 2016), So The Current study has Specific objectives:

- To identify the impact of integrated electronic marketing communication on positioning.
- To identify the impact of repositioning on loyalty.
- To identify the impact of integrated electronic marketing communication on loyalty.
- To identify The Mediated Roles of Repositioning on The relationship Between Electronic Integrating Communication Marketing (E-IMC) and Loyalty.
- To Know the level of improvement of the mental image of customers in commercial banks and their desire to increase the deal.

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