


Chapter 1

Customer Experience Effect on Service Marketing Sustainability Through Virtual Currency Systems in the Horn of Africa

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ABSTRACT

Consequently, this research focuses on analyzing the impact of customer experience on service marketing sustainability facilitated by virtual currency in the Horn of Africa. Through the administration of questionnaires to 385 participants from the

DOI: 10.4018/979-8-3373-0315-4.ch001

service industry, the study uses the Exploratory Factor Analysis (EFA) to establish principal factors of customer experience influencing sustainable marketing practices. CFA is performed to validate these dimensions so as to have a reliable measure for the concerned dimensions. Measurement of customer experience and virtual currency system, and sustainable service marketing outcomes through SEM using AMOS is an analysis of the interconnection among them. Research outcomes suggest that improvements to customer experience help to support service marketing's sustainability, though various virtual currency systems are crucial mediators that help customers buy services and remain loyal to them.

INTRODUCTION

In an era characterized by rapid technological advancements and shifting consumer behaviors, the interplay among experience of customer (CX) and sustainability of marketing of services has emerged as a pivotal area of Investigation (Rane, 2023). This use fullness is amplified in the context of system based on currency virtually, particularly within Africa, where digital financial solutions are reshaping economic landscapes (Omeish et al., 2024). The global significance of this topic lies in its potential to drive inclusive economic growth, enhance customer engagement, and promote sustainable business practices. As economies worldwide increasingly embrace digital currencies, understanding their implications for experience of customer and service marketing becomes crucial for businesses aiming to remain competitive (Calza et al., 2023). The origin of the concept of experience of customer can be traced back to the early 2000s, when businesses began recognizing the need to focus on holistic interactions with consumers rather than merely transactional relationships (Mentari et al., 2024). Over the years, this focus has evolved to encompass various dimensions, including emotional engagement, personalization, and the use of technology. Concurrently, service marketing has shifted towards sustainability, emphasizing the use fullness of ethical practices and social responsibility in building brand loyalty and trust. The advent of virtual currencies, especially in developing markets, manifested a novel opportunity to enhance experience of customer while fostering sustainable service marketing strategies (Urdea et al., 2021).

Customer Experience defined as the overall perception and feelings a customer has during their interactions with a brand or organization. This encompasses all touch-points, including pre-purchase, purchase, and post-purchase stages (Rane, 2023). Virtual Marketing System is defined as a digital framework that utilizes online platforms and technologies to engage customers, facilitate transactions, and promote products or services. VMS often includes elements like e-commerce sites, social media marketing, and mobile applications (Mudrika, 2024). Sustainability

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