

The dogmatic customer as a mediating variable between brand trust and marketing inspiration

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ABSTRACT The general objective of this study is to identify the importance of the dogmatic customer as a mediating variable between trust in the brand to achieve marketing inspiration. Among the cent topics as an independent explanatory variable, marketing inspiration as a responding variable, and the dogmatic customer as a mediating variable between them, the analysis was carried out by adopting a set of statistical tools that are commensurate with the purpose of the study, and the two statistical package programs (Smart PLS) were adopted, and the research included several conclusions: that the dogmatic customer The great impact on the unique and introverted behavior and thathis ideas that he received from his narrow knowledge society towards building marketing inspiration for organizations. The research presented a set of recommendations based on the results that werereached.

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1. INTRODUCTION

In the fast-paced world of electronic marketing, understanding the intricate dynamics between brand trust, customer behavior, and marketing inspiration is vital for organizations striving to create impactful campaigns and build long-lasting customer relationships. (Jamil et al., 2022; Setia et al., 2020) The concept of a dogmatic customer has emerged as an intriguing intermediate variable that could significantly influence these relationships. (Kostyk & Sheng, 2023; Setia et al., 2020; Timonina-Farkas et al., 2020) This article presents an analytical study that delves into the opinions of a carefully selected sample of workers within electronic marketing organizations to shed light on the role of the dogmatic customer.

Brand trust has long been recognized as crucial to customer loyalty and satisfaction. (Hanaysha, 2022; Lefkeli et al., 2023; Nguyen-Viet et al., 2024) Customers who trust a brand are more likely to

engage with its products or services, recommend it to others, and remain loyal over time.

However, recent research suggests that the presence of a dogmatic customer may complicate this relationship. A dogmatic customer is characterized by an unwavering adherence to established beliefs, rigid preferences, and resistance to change. (Bigler et al., 2023; Kulikovskaja et al., 2023)

Understanding the impact of dogmatic customers is crucial for marketers, as their preferences and behaviors can influence brand perceptions and marketing inspiration. If these customers have high brand trust, they may reinforce their existing beliefs and contribute to a cycle of reinforcement that limits innovation and hinders marketing inspiration within an organization. (Hou & JingyuChen, 2023; Kwon et al., 2023) On the other hand, if dogmatic customers possess low brand trust, their skeptical- cism may impede marketing efforts, making it challenging to

inspire them to engage with a brand. (Lefkeli et al., 2023; Patrizi et al., 2024). To unravel this complex relationship, our study focuses on the opinions of workers in electronic marketing organizations. By examining the experiences, insights, and challenges faced by these professionals, we aim to gain a comprehensive understanding of the role of the dogmatic customer as an intermediate variable between brand trust and marketing inspiration. (Jusslin, 2022; Mader et al., 2024; Sawada et al., 2024)

Through a rigorous analysis of survey responses and qualitative interviews, we explore the nuances and implications of dealing with dogmatic customers in the context of electronic marketing. (Kulikovskaja et al., 2023; Salonen et al., 2024). Our study aims to provide valuable insights for marketers seeking to navigate this delicate balance between brand trust, marketing inspiration, and the influence of dogmatic customers.

In the following sections, we will delve into the key findings of our study, offering practical recommendations and strategies for organizations to effectively manage and leverage the potential of the dogmatic customer. (Aschemann-Witzel et al., 2023; Enad & Gerinda, 2022; Jamil et al., 2022) By shedding light on this previously unexplored aspect of customer behavior, we hope to contribute to the ongoing dialogue rounding brand management, consumer psychology, and innovative marketing practices in the ever-evolving digital landscape.

2. LITERATURE REVIEW

Al-Tae / The dogmatic customer as a mediating variable

2.1. The Dogmatic Customer

The origin of dogmatics as a closed perceptual system can be related to Rokeach (1954), but the first real development was by philosophers. It appeared as a doctrine claiming that absolute knowledge and certainty can be obtained using the mind, the senses, or experience in exchange for the doctrine of doubt, so it is one of the fertile topics in psychology, especially cognitive psychology. In the same context, some studies concluded that dogmatism is a feature of the concept of personality. (Aschemann-Witzel et al., 2023; Jamil et al., 2022) Some individuals have information, knowledge, and experience that they think is completely correct, and the nature of their personality usually has clear reflections and effects on their behaviors. The initial perception of the concept of dogmatics appeared by (Rokeach 1954) when he was studying at the University of Michigan and wrote three articles to explain his vision. Many schools also liken dogmatism to Machiavellianism about the principle of "the end justifies the means",

this shows that dogmatism is based on inflexibility and openness to new ideas and visions, so dogmatists often tend to reject new ideas, this is consistent with the theory of philosophy " If the old ways that were good enough for those who came before me (my grandparents) are also good enough for me. (Paul, 2021).

Some customers are very biased toward the products of some organizations, and he is the fierce defender because of his absolute loyalty to this product or his affiliation with the organization that produces these products. (Boukhatmi et al., 2023; Mansoor et al., 2024a; Ruban & Rydén, 2019; Timonina-Farkas et al., 2020) He sees no other than this product and re-jects all competing products, even if these products show higher specifications than the product that weaves certain ideas with privacy, and this is called the dogmatic customer or (the caravan customer). (Agag et al., 2024; Frasquet et al., 2024a; Timonina-Farkas et al., 2020)

The behavior of this customer is clear in the fierce defense of the products he desires or produced by the marketing organizations that have tried hard for years to keep this customer and not neglect him, and to return the favor to these organizations, the customer is always in a de-fensive position and has absolute loyalty to the products of these organizations, even if these The products are old and classic, but there is a positive feeling and pleasant memories associated with these products, which turns this customer into a fanatic in his opinion with all parties and is not convinced of any alternative or justification that the product is not good. (Aschemann-Witzel et al., 2023; Salah & Ayyash, 2024) This confidence in the product stems from the experience of this product and the long years, which stimulated in the mind that this product is optimum.

Sharma (2018) added that dogmatism is refraining from accepting new ideas, while (Shimp & Sharma) indicated that dogmatism is resistance to changing the system of conviction or condemnation. Also, highly dogmatic individuals have systems that represent their closed beliefs and their inability to change. Other terms that appear when scribing ideological individuals are anti-democratic, intolerant, narrow-minded, authoritarian, and rigid. (Bigler et al., 2023; Kulikovskaja et al., 2023; Schauman et al., 2021) Also, dogmatic individuals are usually uncomfortable with the unfamiliar and deal with it defensively, and a highly dogmatic person is not only disturbed by stimulus ambiguity or certainty but is also more inclined to easily accept the vice of distinguished contacts. Low are constantly comfortable with change and ambiguity, have more open belief systems and beliefs, and evaluate information on a more objective basis. (Sharma, 2018; Wad et al., 2023; Dyah Yuniwati et al., 2023; Khalaf & Hamad, 2023; Ruban & Rydén, 2019).

As asserted (Goldsmith, 2015) dogmatism was originally conceived as a component of the broader concept of

authoritarianism and defined a continuum representing the “open” mind versus the “closed” mind. Highly dogmatic individuals stick to their beliefs, are less open to change, and resist efforts to change their views.

So dogmatism has not received a great deal of research attention from consumer researchers, perhaps because of the shortcomings of its measurement. (Frasquet et al., 2024b; Salonen et al., 2024) This new measurement tool should allow consumer researchers to investigate the potential impact of dogmatism on consumer interaction with marketing stimuli.

Often the purpose of advertising and promotion is to change consumers’ opinions in favor of a brand being promoted. Consumers who stick to their beliefs present a particularly difficult challenge. (Ahmed & Kumalasari, 2023a; Anisur Rahman, 2023b)

Examining how dogmatism affects consumer reaction to persuasion can lead to more effective appeals. Whereas (Milley, 2015) the concept of dogmatism, as developed by Rokeach, is similar to the concept of authoritarianism in that the basic basis of each concept is to look at the individual according to the extent to which he relies on an external source of authority to validate what he does or does not. The main difference between these two concepts is that dogmatism is relatively devoid of political idealism, while authoritarianism is geared more to ward off the politically conservative type of authoritarianism. Dogmatism also attempts to make use of the belief structure of the individual, while the concept of authoritarianism is more geared toward the content of a conservative political belief (Prochiantz, 2018; Ahmed & Kumalasari, 2023; Al-Filali et al., 2023; Anisur Rahman, 2023a; Dharmayanti et al., 2023).

In this sense, studies indicate that the dogmatic customer is a characteristic of the personality concept of individuals who possess information, knowledge, and experience, that they believe to be completely correct and usually the personal nature has clear implications and influences on the behavior of individuals, where employees play a role fundamental to the success of any organization through the retention of talent, especially that organizations in which employees communicate with customers, so this study aims to identify the relationship between dogmatism, which is intellectual inertia, the desire to win, the adoption of aggressiveness, cognitive closure, and the retention of talented human resources. Here, the importance of abandoning practices that create a dogmatic customer to retain talent has been emphasized (Azeez, 2020; Alqudah, Amran, et al., 2023; Alqudah, Lutfi, et al., 2023; Anisur Rahman, 2023b; (Lucan) et al., 2015; Silva et al., 2023).

Schulz (2020) defined the dogmatic client as an approach to ideas that emphasizes strict adherence to dogma over rational and informed research. The opposite approach is probably best described as rationalism (meaning a dedication to clear logical reasoning and independent thinking) or perhaps eclecticism.

Pryiomka (2018) that dogmatism is the tendency to position principles as indisputably true, without regard to evidence or the opinions of others. Battery (2018) defined dogmatic behavior as a personality trait that measures the degree of rigidity shown by the individual toward the unfamiliar and information that contradicts their deeply held beliefs, so the consumer who is low in dogmatics will likely prefer innovative products over old ones, and Highly dogmatic consumers, are more accepting of authority-based advertisements for new products.

Therefore, the researchers knew that the dogmatic customer is that customer who embraces the brand alone due to the existence of an emotional and mental attachment to this brand, which creates a fanatical and fanatical opinion towards him through the customer’s desperate defense of the right of this brand.

He added (Aji, 2019) that the policy of dogmatism is changeable, and unjustified certainty. Dogmatic individuals- also can be divided into two camps: highly dogmatic and low dogmatic, in that a highly dogmatic person has a closed belief system, and does not readily accept unwanted new formation. (Aschemann-Witzel et al., 2023; Schauman et al., 2021) The low dogmatic person is the opposite, they have an open mind or belief system, which means they are open to new information. So many definitions have appeared about (Al-Nasrawi et al., 2018).

2.2. Trust In The Brand

In the trademark literature, the concept of brand trust is based on the perspective of the relationship between the brand and consumers. (Frasquet et al., 2024a; Kostyk & Sheng, 2023) There have been many concepts of brand trust in the current literature on branding. Trust is consumers’ confidence in the quality and credibility of the products offered by the seller. Recognition of brand trust is customers’ willingness to rely on brand sense to achieve its stated objective. Similarly, brand trust is an expression of belief while communicating with a brand that relies on thinking that the brand business will continue to be reliable and satisfactory to the purchaser, that the concept of trust is appropriate only in circumstances of risk (for example, in the case of wider or smaller variety between brands). Strictly speaking, trust declined in situations where the buyer saw the goods as very unsafe because he knew he could rely on the trusted brand (Dam, 2020).

So brand trust has also been defined as the willingness of the buyer to rely on the brand from the point of view of uncertainty since the expectation that the brand will produce positive results. Kim & Chao (2019) added that brand trust refers to consumers' perception of a brand's ability to deliver on its promise.

Therefore, the concept of trust received a lot of attention from scholars in several fields such as psychology, sociology, and economics, as well as in applied fields such as management and marketing, as building trust and maintaining it with cleanliness leads to building a long-term relationship with customers depends on the extent of brand success in Under a strong competitive environment in the market. (Chen et al., 2021; Lee et al., 2023; Lefkeli et al., 2023)

Where trust in the brand was characterized as the key variable for long-term relationships with customers (Hamza, 2020). Febrian & Fadly (2021) defined brand trust as a psychological state consisting of the intention of acceptance based on the intention of positive expectations or the behavior of others.

Therefore, there are many definitions of trust in the trademark, as some definitions of trust show a dependent relationship between two parties in which one party relies on another party to satisfy his needs. (Abdul Aziz et al., 2023; Alzahrani et al., 2017) One party believes that his needs will be satisfied in the future with a set of works that the other party will perform. On the other hand, there is a set of definitions that added a set of feelings and feelings to the relationship between the two parties in addition to reliability. Also, trust in the brand refers to the customer's tendency or willingness to rely on the brand's ability to perform its specific functions. Trust is the ability of a brand to meet the customer's value expectations.

Trust in the brand in the service sector is an emotional tendency represented by the customer accepting the risk resulting from his dealings with the owner of the trademark, in other words to what extent the customer has confidence and credibility in the brand he intends to purchase through his knowledge of the brand and his previous experiences and experiences with it and what others have reported about it (Hamza, 2020).

The importance of trust in the brand also lies in developing positive attitudes towards the service and ultimately pours into commitment to the service or the commodity, and this is expressed in the successful relationship between the customer and the brand, as trust in the brand is an essential variable in developing a permanent desire to

maintain a long-term relationship with customers, as well Trust plays different roles in predicting future customer intentions in terms of their acceptance of a relationship with the service brand, whether it is low or high.

2.3. Marketing Inspiration

The term "inspiration" has been used in diverse disciplines (literary criticism, theology, psychology) and literature within psychology (eg, social comparison, humanism, creative process). (Hou & JingyuChen, 2023; Mansoor et al., 2024b) The term is often not defined, used interchangeably with other constructs, or referred to only to be criticized as mythical, unimportant, or unscientific. To complicate matters, inspiration has historically been studied in a field-specific way, with little communication between researchers across fields (Lijun & Xin, 2013).

An inspired ratio is the act or power of exerting an uplifting or stimulating effect on the mind or emotions; The result of this effect accelerates or stimulates, occasions inspiration, art, etc. (Huaxing & Liang; Chang & Zhang, 2010) recognizing the need for a unified and integrated definition of inspirational architecture, added with the task of developing a general conception of the field based on basic commonalities in diverse literature. These efforts have resulted in three complementary frameworks To visualize inspiration that focus on the different aspects of constructing definition: basic characteristics, constituent processes, and transmission model. As defined (Ottman, 2017) marketing inspiration is a motivational state that compels individuals to realize ideas. As defined by Rauschnabel (2019), one of The most important factors that help motivate marketers in marketing operations is that thing that happens when the marketer feels that he has an incentive and motivation to bring life and the labor market into a new idea after realizing spontaneously and the existence of new possibilities.

Inspiration is one of the most distinguishing characteristics of the logistics of a successful marketing leader. (Liu et al., 2008; Wang et al., 2010) In this capacity, he can help every member of the work team who seeks excellence to reach this goal. Change in the world and inspire them in a way that pushes them towards that and makes their positive impact extend to their communities (Khoi, 2020). Therefore, the researchers knew that marketing inspiration is the use of marketing motivation to create good and inspiring ideas for the organization, which in turn activates marketing behaviors to produce products of organizational benefit and overcome competitive challenges by relying on marketing innovation and creativity. As inspiration involves the stimulus and the activating and directing of behavior, inspiration is elicited rather. (Antonopoulos et al., 2023; Hou & JingyuChen, 2023). Than initiated directly through an act of will or arising without apparent cause.

Inspiration involves going beyond the ordinary preoccupations or limitations of human agency. These characteristics are suggested in the definition and have been explicitly or implicitly identified by theorists across disciplines. The term trigger is used to refer to the stimulus element that draws inspiration (for example, a person or an idea), and target to refer to the object to which the resulting stimulus is directed (for example, a subjective goal, a personal goal, or an innovative product) (Thrash & Elliot, 2003).

Inspiration is defined as a feeling as-associated with motivation towards realizing or evoking an idea, so the inspiration of the vision represents a strong positive belief in the organizational vision and emotional attachment to it. (Chai et al., 2023; Frasquet et al., 2024b; Hoeffer et al., 2023) Vision inspiration involves members of an organization who see strong connections between their self-concepts (and the values they embody) and the values and outputs embodied in the organizational vision (James & Lahti, 2011; Jones et al. (2014).

Inspiration has distinct functions in organizing behavior, for example, difficult situations are strongly linked to the idea of a meaningful and realistic life, as inspiration usually works in organizations amid challenges, setbacks, and difficult requests. Thus, the complexity of the situation we face appears to be an important predictor of inspiration that helps employees overcome the challenges they face in the workplace.

3. CONCLUSION AND RECOMMENDATION

3.1. Conclusion

The dogmatic customer affects the overall performance of the organizations, especially the brand standing of the researched organizations. Inspiration of talents may lead to easy access to customers and investors, and thus lead to confidence in the brand that the dogmatic customer is keen on. Dogmatic behaviors lead to a lack of customer retention and regular customers. 4. It turned out that the study sample had an orientation toward developing the brand and products of the researched organization, and this is what was known through the current circles and their answers through the results of the questionnaire. Developing confidence in the brand and inspiration, because the employees possess it, leads to creating distinguished relationships between individuals- als in different fields, and achieving methods of influencing others through marketing inspiration in the organizational work environment, thus stimulating the human resource that contributes to increasing marketing and innovative processes.

3.2. Recommendations

Work to establish strategic alliances between the

organization examined in the study sample and other organizations to invest experiences, skills, and confidence between products reduce weaknesses in the organization and work on developing administrative programs. It focuses on innovations to adapt to environmental pressures and changes, as it represents the basic foundation for building economic progress in general and the success of business organizations in particular. The possibility of transferring experiences and knowledge between organizations, and the need to work on promoting a deep understanding of inspiration and confidence towards dogmatism towards products. We recommend giving sufficient attention, especially by the senior leadership in the researched organization, to the study variables and translating them into tangible action. Paying attention to environmental amination and analysis of environmental factors contribute to setting a clear and achievable vision and gives a clear vision of the shape of the future picture.

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