

# Customer Engagement Techniques in Green Spare Parts Initiatives

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## Preface

The exploration of customer engagement techniques in green spare parts initiatives is vital for promoting environmentally sustainable practices within the automotive sector. This book investigates how various customer engagement techniques influence the promotion of environmentally sustainable spare parts. The study employs a survey research design, targeting stakeholders involved in green spare parts initiatives. Primary data were collected through a well-structured questionnaire, which was analysed using linear regression analysis. The reliability and validity of the data were confirmed through rigorous testing. Both descriptive and inferential analyses were conducted to evaluate the formulated hypotheses. The findings reveal that personalised communication significantly predicts the promotion of environmentally sustainable spare parts ( $\beta=0.105$ ,  $t=14.406$ ,  $p<0.05$ ), while loyalty programmes also demonstrate a significant positive effect ( $\beta=0.411$ ,  $t=11.625$ ,  $p<0.05$ ). Additionally, eco-friendly product incentives are positively correlated with the promotion of these sustainable parts ( $\beta=0.609$ ,  $t=15.284$ ,  $p<0.05$ ). Furthermore, digital engagement platforms serve as significant predictors in this context ( $\beta=0.311$ ,  $t=25.163$ ,  $p<0.05$ ). The study concludes that implementing effective customer engagement techniques significantly enhances the promotion of environmentally sustainable spare parts. It is recommended that companies in the automotive sector adopt a multi-faceted approach, incorporating personalised communication, loyalty programmes, eco-friendly incentives, and digital platforms to foster greater consumer commitment to sustainable practices.

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