

The Impact of Customer Relationship Building via Social Media on Political Participation: The Mediating Role of Relationship Quality

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Abstract

This article investigates the influence of customer relationship building via social media on political participation in Lebanon. Moreover, this study addresses the mediating impact of relationship quality plays in explaining or enhancing the relationship. A quantitative research method is used to achieve the research objectives. Data were collected from 350 Lebanese respondents. The results from structural equation modeling reveal that customer relationship building via social media is positively associated with relationship quality and political participation. Moreover, relationship quality partially mediates the relationship between customer relationship building via social media and political participation. This study enhances the political marketing literature regarding the vital functions of marketing activities in political life. Furthermore, the findings of the current study guide both political parties and political candidates to fully comprehend the factors that affect citizens' political participation. In addition, the current study highlights the need for greater empirical study to fully comprehend the factors that influence political participation.

Keywords: Customer Relationship Building, Relationship Quality, Political Participation, Lebanon.

JEL Classifications: M1, M2, M3

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1. Introduction

The marketing concept's scope has been steadily growing (Kotler et al., 2008). Political marketing is one of the current challenges and relatively new branches of the marketing context. Marketing theory applications in political life are focused more on value creation in order to develop long-term relationships with stakeholders. Politicians or candidates provide a service in this context, and voters (electorate) are viewed as clients. Many political parties and institutions are striving to include political marketing and relationship value in their campaigns. A number of academics have suggested that political campaigning with political marketing is a new dominating campaign that allows political parties to gain citizens' support and win the election (Lilleker et al., 2005; Anim et al., 2019).

In today's technology age, including the usage of internet technologies in political marketing activities has strengthened the bond between political candidates and their followers (Stanyer, 2005). Dean et al. (2001) indicated that adopting technology in political marketing activities will therefore allow political candidates to engage people on an ongoing basis, not just during election processes but also to regard citizens as partners and include them in policy formation, thus developing a feeling of political ownership. Social media's development has profoundly changed global corporate and political communication landscapes, in addition to personal communications. Social media has significantly impacted political marketing from a political standpoint. As a result, political parties, leaders, and politicians are increasingly using social media to interact with, enlighten, and engage the public in order to increase political involvement (Vesnic-Alujevic, 2011). According to Newman (2012), political marketing refers to the use of marketing strategies and tactics in political campaigns by political parties and their leaders with the goal of favorably presenting the party and its leader in the political or electoral market and winning over supporters for the party.

Getting people involved in elections, increasing their participation and establishing a strong presence in the international region, garnering public support, and enforcing rules are currently among the most difficult issues for political parties and governments, particularly those advocating democracy (Abdollah, 2009). Supporting democratic institutions is more important in democratic countries (Fuchs et al., 2002), yet political involvement is low and public trust in democracy is eroding (Hetherington, 1998). There are a lot of people in the world who are not interested in participating in political movements. According to Shapland (2015), more than 50% of ordinary population respondents to the World Value Survey (WVS) are not interested in participating in political life.

Because of the apparent and continuing reduction in political engagement in Lebanon, the topic of political participation has become a significant issue (Thomas, 2018). This collapse will have major consequences for Lebanon's democracy. This issue has prompted several scholars to investigate the factors influencing political engagement in Lebanon (Saud et al., 2020). According to Hajjar (2018),

the Lebanese population has less energy, interest, and emotions in politics and has less trust in their leaders. Hajjar also stated that the Lebanese population is unsatisfied, skeptical, and frustrated with Lebanon's current political environment. Therefore, the purpose of this study is to develop a political marketing conceptual framework to investigate the relationship between customer relationship building via social media and political participation. Furthermore, this study examines the mediating effect of relationship quality in explaining the relationship.

After evaluating the literature review, the current study develops a conceptual framework that aids in elucidating the notion of political participation, filling the gaps and enhancing marketing literature. Furthermore, by examining the roles of customer relationship building and relationship quality, this study provides a deeper understanding of the notion of political participation. Additionally, by studying the mediating function of relationship quality in the link between customer relationship building and political participation, this study advances the understanding of the factors influencing political participation.

Previous research on political marketing concentrated on the use of political marketing tactics and the structural elements of political marketing (Lock et al., 1996). Other research concentrated on the role of social media in political marketing (Ndavula et al., 2014). Yet, little research has examined the impact of political marketing on behavioral consequences. Furthermore, the majority of studies on political marketing were undertaken in Western nations (Boulianne, 2015), with only a few studies conducted in developing countries such as Lebanon. Furthermore, the framework of the current study was built on social capital theory in order to explain the association between customer relationship building and political participation. Thus, the findings of this study provide empirical support to confirm this theory.

The body of work on political involvement gives information on why people engage in various political activities such as protesting, voting, and political crowd-funding (Kusumarani and Zo (2019); Baber, 2020). Few studies, however, have focused on political participation as a whole, which encompasses a wide range of actions and forms of political movements including voting, protesting and demonstrating, running for office, and attending political events.

Furthermore, the results of this study will help politicians and political parties understand what drives people to take part in political actions. Additionally, this study will help candidates and political parties better understand how political advertising campaigns affect voters' willingness to participate in political life. The current study's findings will also guide political parties to be informed about the effect of trust and satisfaction among Lebanese individuals on their level of political participation.

According to Farhan et al. (2020), relationship quality is a significant predictor of political behavior. According to Anim et al. (2019), customer relation building has an impact on people's political engagement. Further empirical study is necessary to completely understand the

interconnections of the numerous factors that mediate or modify the links between predictor variables and citizens' political engagement (Anim et al., 2019). This study extends Anim et al. (2019) study by examining the mediating impact of relationship quality plays on the relationship between political marketing via social media and people's participation in political life.

2. Literature review and hypotheses development

2.1. Political participation

Political participation is described as "activity aimed at impacting governmental policy, either by influencing government staff selection or by influencing their choices" (Conover, 1995). Holding or running for political office; voting; attending public hearings; writing to legislators; signing petitions; marching in demonstrations; and serving in political groups are all examples of civic engagement. Political participation has been described by Van Deth (2015) as the active involvement of a person or group in their political life, whether directly by selecting political leaders such as the President or indirectly by influencing public policy. Political participation is also defined as the contribution of citizens to the political process (Falade, 2014). Additionally, it refers to involvement of citizens' in political life in which they choose the good public goals of their society and the best ways to achieve these goals (Adelekan, 2010).

2.2. Social capital theory

Various definitions and metrics have been proposed for the controversial concept of social capital (Coleman, 1988; Halpern, 1999). "Social capital" refers to interpersonal social networks as well as the mutual trust, norms, and reciprocities that support and grow out of such relationships (Putnam, 2000). Social capital is seen to have an impact on political life and the overall health of democracies. Putnam (1993) argues that tolerant and cooperative cultures with high levels of associational life and public trust are more likely to have successful and efficient democratic systems; governments in societies with lower levels of social capital are more likely to be ineffective and corrupt. Therefore, it can be argued that situations where people feel cut off from social networks will have a negative impact on their levels of trust in other people as well as in political institutions, processes, and representatives, potentially resulting in a breakdown in civic engagement (Newton, 1999).

A virtuous circle may develop where people have relatively high levels of trust in others and have integrated links within communities through membership in local associational groups; a more positive disposition toward political processes and institutions leads individuals to have greater confidence in the efficacy of political participation (Hall, 1999). As a result, it has been proposed that if social capital can be formed and expanded through social policy, there may be favorable effects in terms of civic involvement as well as improved governance (Hall, 1999; Halpern, 1999; Newton, 1999).

2.3. The Effect of Customer Relationship Building via Social Media on Relationship Quality

Customer Relationship Building reflects the process of creating, maintaining, and managing relationships with current and prospective customers (Anim et al. 2019). Existing research suggests that relationship value may be connected to relationship quality. Ulaga et al. (2006) discovered that relationship value had a favorable influence on satisfaction, trust, and commitment. Moliner (2009) discovered in another study that a hospital's perceived worth has a direct impact on satisfaction and trust. According to Athanasopoulou (2009), customers assess several elements of value in a relationship, and this value leads to an improvement in communication quality, trust, and commitment between partners. Customers who obtain more economic and noneconomic value from their exchange partners than rivals may recognize that the company is working hard on their behalf. This results in increased trust in the company and a sense of relationship harmony, prompting a sense of happiness and pleasure with the nature of the connection with the service provider. Therefore, this study posits the following hypothesis:

H1. Customer Relationship Building via Social Media has a positive relationship with relationship quality

2.4. *The Effect of Customer Relationship Building via Social Media on political participation*

Customers generate opinions about the extent to which a company gives value in an exchange relationship (Ulaga et al., 2001). Customer perceptions of a company's commitment to the relationship are influenced by such perceptions. A high degree of these values fosters a sense of reciprocity and commitment among consumers, who not only engage in desirable behaviors that support the organization but also engage in extra-role conduct toward the firm. In political campaigns and the push for collective action, the conventional non-social interaction between governmental entities and their constituents has become less successful (Dale et al., 2009). Social media facilitates the formation of such ties as well as the ability to utilize existing networks in the formation of credible and trust-based interactions (Zhang et al., 2013), hence expanding political engagement and collective action. Based on the above discussion, the following hypothesis is proposed:

H2. Customer Relationship Building via Social Media has a positive relationship with citizens' political participation

2.5. *The effect of relationship quality on political participation*

Farhan et al. (2020) stated that relationship quality refers to a group of constructs which encompasses trust and satisfaction. Political satisfaction represents the voter's attitude that arises from their previous experiences with political parties (Farhan et al., 2020). However, political trust describes the voters' confidence in the political candidates or parties (Delgado-Ballester et al., 2005). Omar et al., (2011) stated that whether customers will continue to do business with a certain retailer or not is heavily influenced by their level of satisfaction and trust. Previous studies have revealed that trust and satisfaction affect brand equity (Delgado-Ballester et al., 2005); engagement behavior (Hsu et al., 2012); and consumer purchase intention (Wu et al., 2008).

Huber et al. (2010) showed that brand misconduct didn't affect the association between relationship quality and repurchase intention. Further, their study's findings also revealed a positive link between relationship quality and repurchase intention. Similarly, Hudson et al. (2015) found a positive relationship between brand relationship quality and customer word of mouth. Besides, Bowden (2009) found that relationship quality influences customer engagement behavior in the food service industry. In addition, Balaji (2014) found that relationship quality influences customer citizenship behavior. Thus, this study proposes the following hypothesis:

H3. Relationship quality has a positive relationship with political participation

2.6. The mediating effect of relationship quality

The relationship quality gauges the strength of the bond that develops between customers and the brand as a result of their prior interactions with the goods or services (Nguyen & Nguyen, 2011). In a commercial environment, brand relationship quality has been routinely utilized to assess consumer-brand relationships. It also represents the close emotional and motivational bonds that customers have with a brand. Consumers form particular kinds of relationships with companies, just like they do with their close people (Fournier, 1998). Relationship quality is regarded as one of the fundamental ideas in marketing because of its crucial influence on how customers make decisions both before and after a transaction (Omar, 2008). The perceived uncertainty and switching behavior of consumers can be decreased by a well-built and strong relationship (Nguyen & Nguyen, 2011). According to Balaji (2014), the value of brand-customer relationships and citizenship involvement behavior are related through the mediation of relationship quality. Therefore, the current study hypothesizes the following:

H4. Relationship quality mediates the relationship between customer relationship building via social media and political participation.

3. Conceptual Framework

This study provides valuable insights into the impact of customer relationship building via social media on relationship quality and political participation. Moreover, this study investigates the mediating impact of relationship quality to explain the relationship. The relationship of variables in the proposed conceptual framework is shown in figure 1.

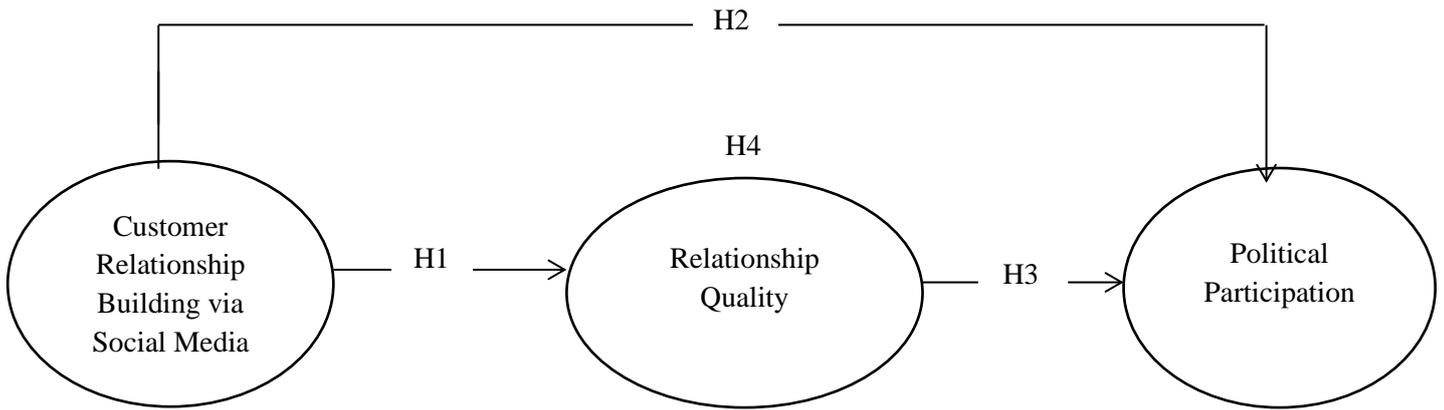


Figure 1. Conceptual Framework

4. Research Methodology

4.1. Research design and Sampling

This study explores the impact of customer relationship building via social media on political participation in Lebanon. Furthermore, the current research examines the mediating impact of relationship quality on the relationship between the examined variables. In order to meet the current study's aims and empirically assess the issue of political engagement in political movements, data were collected from Lebanese respondents between July and August 2022, following the parliamentary elections. Structured questionnaires were delivered to a convenience sample of 350 respondents using online and offline data collection methods. A convenience sample type was adopted to get access to a large number of available respondents, knowing that the current research population are all Lebanese citizens. Thus, employing a convenient data collection method is important in this situation. In this context, the advantages of convenience sampling include collecting data quickly; creating inexpensive samples; being easy to research; low cost; readily available samples; and having fewer rules to follow. The approach of online data gathering makes it easier to acquire a large number of responses. The survey link was sent to the possible respondents via social media platforms including email, WhatsApp, and Messenger.

4.2. Measurement items

A web-based survey is used in this study to gather information and evaluate the research model. The measurement items were taken from previous studies and adjusted to fit the current research topic. Six measuring items from Anim et al. (2019) were used in this study to measure customer relationship building via social media. Four measures evaluating citizen satisfaction and five items measuring citizen trust served as the basis for the relationship quality measurement items, which were derived from Farhan et al. (2020). The five items based on political participation were taken from Anim et al. (2019). The measurement items for the constructs are shown in Table 1.

Table1. Constructs and items

Constructs	Items	Source
Customer Relationship Building via Social Media	The political parties in Lebanon engage voters through social media channels	(Greenberg, 2010; Trainor, 2012; Anim et al., 2019)
	The political parties in Lebanon try to build some sort of relationships with peoples through social media platforms	
	I personally communicate with political candidates through social media	
	The political parties in Lebanon use social media channels to advertise their candidates personally to citizens	
	The political parties in Lebanon engage with citizens through social media to get information about them	
Relationship Quality	Day in, day out, I can easily voice out my problems to political parties in Lebanon through social media	(De Wulf et al. 2003; Homburg et al., 2009; Omar et al., 2011; Farhan et al. 2020)
	I have a high-quality relationship with a certain political party	
	I am happy with the efforts exerted by a certain political party towards regular peoples like me	
	I am satisfied with the relationship I have with certain political party	
	My experiences with a certain political party meet my expectations	
	Some political parties gives me a feeling of trust	
	I have trust in certain of political party	
Political Participation	Some political parties give me a trustworthy impression	(Van Deth 2015; Anim et al., 2019)
	Some political parties are honest	
	I have great confidence in some political parties	
	I have participated in a political demonstration organized by some political parties in Lebanon	
	I have posted or shared a photo/video/link about some political parties in Lebanon on social media at least once	
	I have contributed to a political discussion about some political parties in Lebanon at least once	
	I have replied a tweet or a post about some political parties in Lebanon on social media at least once	
	I have joined or left a political group for some political parties in Lebanon	

5. Data analysis and results

For further analysis, the respondents' demographic data, which included their age, gender, marital status, income, and level of education, were assessed. Utilizing the IBM SPSS version 26 application's frequency analysis, descriptive statistics of the respondent's demographic data were profiled and multiple linear regression analysis was used to examine the collected data and test the study's hypotheses.

Table 2. Demographic profile of respondents (N=350)

Attribute	Value	Frequency	Percentage (%)
Gender	Male	150	42.9
	Female	200	57.1
Age	18- 25 years	94	26.9
	26-35 years	123	35.1
	36-45 years	102	29.1
	46-65 years	27	7.7
	> 65 years	4	1.1
	Education Level	Primary school	7
	Secondary school	76	21.7
	Bachelor degree	163	46.6
	Diploma	45	12.9
	Master degree	26	7.4
	PhD or DBA	33	9.4
Marital status	Single	134	38.3
	Married	197	56.3
	Divorced	19	5.4
	Widow	0	0
Income	Less than 100\$	110	31.4
	Between 100\$-300\$	95	27.1
	Between 300\$-500\$	79	22.6
	Between 500\$-1000\$	14	4.0
	Between 1000\$-5000\$	42	12.0
	Above 5000\$	10	2.9

Table 2 displays the descriptive statistics results, which demonstrate that 57.1% of the study's respondents were female and 42.9% were male. 38.3% of the respondents were single, followed by 56.3% of the married respondents, and 5.4% of the respondents were divorced. The majority of respondents (35.1%) were between the ages of 26 and 35, followed by those between the ages of 45 and 36 (29.1%) and 46 to 55 (7.7%). Regarding the respondents' educational background, the majority of them (46.6%) held bachelor's degrees, followed by secondary school graduates (21.7%) and those with diplomas (12.9%). The bulk of respondents had incomes of less than \$100, accounting for 31.4%, followed by those with incomes of \$100 to \$300 (27.1%).

5.1. Measurement model evaluation

To evaluate the outcomes of the measuring model, this study employed factor loading, Cronbach alpha, composite reliability and average variance extracted for all constructs.

Table 3. Result of measurement model.

Latent Variable	Latent items	Factor loading	N	Cronbach Alpha	Composite reliability	Average variance extracted
Customer Relationship Building	CRB1	0.6449592	5	0.859	0.81	0.465
	CRB2	0.7556571				
	CRB4	0.7180214				
	CRB5	0.731867				
	CRB6	0.5361073				
	RQ1	0.7232476				
Relationship Quality	RQ2	0.8147998	9	0.973	0.95	0.683
	RQ3	0.8275105				
	RQ4	0.8513903				
	RQ5	0.832502				
	RQ6	0.858456				
	RQ7	0.8712705				
Political Participation	RQ8	0.8161634	5	0.941	0.907	0.662
	RQ9	0.8370883				
	PP-1	0.7206838				
	PP-2	0.8511157				
	PP-3	0.8173094				
	PP-4	0.8617226				
	PP-5	0.8126695				

The factor loading of the measurement items, as recommended by Hair et al. (2017), should be above 0.5. In this study, the factor loading of all measurement items was above 0.5, except for CRB3, which was below 0.5. Thus, this item (CRB3) was eliminated from the measurement model. In order to determine the internal consistency of the variables, Cronbach alpha and composite reliability values (Table 3) were indicated. All measurement constructs had Cronbach alpha values greater than 0.7, which corresponds to Hair et al. (2017) cut off value. Furthermore, all the study's variable composite reliability was also larger than 0.7, which also fit the threshold value as suggested by Hair et al. (2017). In addition, this study examined the average variance extracted (AVE) values of all constructs and discovered that the AVE value of all variables ranged from 0.465 to 0.683, which fit the cut-off level recommended by Fornell & Larcker (1981), who stated that if AVE is less than 0.5, but composite reliability is greater than 0.6, the convergent validity of the constructs is still adequate. Hence, the findings ensure the consistency, reliability, and convergent validity of the study's constructs. Therefore, the results of evaluating the measurement items guaranteed the study's constructs' consistency and reliability.

Table 4. Discriminant validity assessment (Heterotrait- Monotrait Approach).

Variables	RQ.	PP.	CRB.
RQ.			
PP.	0.320		
CRB.	0.708	0.437	

Finally, this study used the heterotrait-monotrait (HTMT) ratio technique to test the discriminant validity of the scale. The outcome of the HTMT technique is shown in Table 4, which demonstrates that all of the constructs' HTMT values fell below the 0.85 cutoff values as suggested by Hair et al (2017). The results therefore confirm the scale's discriminant validity.

5.2. Hypotheses testing, and results

This study investigates the relationship between customers' relationship building via social media and political participation in Lebanon. Moreover, this study explored the mediating impact of relationship quality on the relationship between customer relationship building via social media and political participation. To assess the relationship between the variables and to test the proposed hypotheses, this study employs multiple regression analysis to measure how the mentioned variables are responsible for explaining political participation in Lebanon. The direct and indirect relationships among the variables are provided in Table 5. The multiple linear regression estimates that there is a direct relationship between customer relationships building via social media and political participation. Likewise, the results indicate there is a positive relationship between relationship

quality and political participation. In addition, the study's findings indicate that relationship quality partially mediates the relationship between customer relationship building via social media and political participation.

Table 5. Structural relationships and hypotheses testing

Hypothesis	Relationship	Std Beta	SE	t value	P value	Results
H1	CRB→RQ	0.471	0.076	6.175	0.000	Supported
H2	CRB→PP	0.48	0.085	5.668	0.000	Supported
H3	RQ→PP	0.675	0.047	14.46	0.000	Supported
H4	CRB→RQ→PP	0.799	0.075	9.18	0.000	Partially mediated

P-value =<0.05

According to the findings, customer relationship building via social media (β : 0.471, p : 0.000) has a positive effect on relationship quality; thus, H1 is supported. H2 is supported as customer relationship building via social media has a positive effect on political participation (β : 0.48, p : 0.000). H3 is also supported as relationship quality influences political participation (β : 0.675, p : 0.000). H4 suggested that relationship quality mediates the relationship between customer relationship building via social media and political participation. The mediation analysis as revealed in table 5 shows that relationship quality mediates the relationship between customer relationship building and political participation (β : 0.799, p : 0.000) and therefore supporting H4. Thus, the direct effects of customer relationship building on relationship quality and political participation are supported as indicated in Table 5. Besides, relationship quality has a positive relationship with political participation. In essence, relationship quality partially mediates the relationship between customer relationship building via social media and political participation.

6. Discussion

This study was conducted to examine the effect of customer relationship building via social media on political participation in Lebanon. Moreover, the current study addresses the mediating effect of relationship quality (trust and satisfaction) to explain the relationship between the examined variables. A quantitative approach was used and data were collected from 350 respondents via a convenience method to achieve the current research objectives. The findings of this study reveal a direct relationship between customer relationship building via social media and political participation. Further, this study shows that relationship quality partially mediates the relationship between customer relationship building via social media and political participation.

The findings of this study state a positive relationship between customer relationship building via social media and relationship quality. The positive relationship between customer relationship

building and relationship quality is in line with a previous studies by (Ulaga & Eggert 2006; Balaji 2014) that found a positive relationship between relationship value and relationship quality. The researchers assume that when political parties maintain a relationship with citizens, feel their difficulties, listen to their grievances, and solve their problems, the citizens' trust and satisfaction will be maintained. In essence, citizens' trust and contentment with political parties may impact their participation in political activities because they expect these parties to address their concerns and help them overcome the present economic condition. Likewise, the findings of this study state a positive relationship between customer relationship building via social media and political participation. The positive relationship between customer relationship building via social media and political participation is consistent with a previous study by Anim et al. (2019) that indicated a positive relationship between customer relationship building via social media and political participation. The researchers suggest that the positive relationship between customer relationship building via social media and political participation is related to the efforts exerted by political parties and political candidates to build and maintain relationships with citizens through offering effective media to communicate, collaborate, and solve citizens' problems, in addition to the involvement of citizens in political decision making.

Besides, the results of this study indicate a positive relationship between relationship quality and political participation. The positive relationship between relationship quality and political participation supports a previous study by Farhan et al. (2020) that found a positive relationship between political brand relationship quality and political engagement. The researchers consider that the positive relationship between relationship quality and political participation might be related to the positive effect of trust and satisfaction on customer behaviors. In this context, citizens' satisfaction and trust in political parties may affect citizens' preference in political life and participation in political activities in order for citizens to achieve their representative goals.

Finally, the findings of this study reveal that relationship quality mediates the relationship between customer relationship building via social media and political participation. This finding supports previous study by Balaji (2014) that found a mediation effect of relationship quality on the association between relationship strength and political participation in citizenship behavior.

7. Conclusions, Limitations, and Future studies

This study explores the impact of customer relationship building via social media on political participation in Lebanon. Additionally, this study investigates the mediating role relationship quality plays in enhancing the relationship. To the best of our knowledge, this is the first study to investigate the concept of political participation in Lebanon. There is a need to understand the impact of customer relationship building via social media on political participation in Lebanon. First, citizens in Lebanon have less enthusiasm, passion, and emotion for anything political, and they lack trust in their politicians (Hajjar 2018). Thus, the findings of this study highlight the importance of customer

relationship building via social media on political trust and political satisfaction. Second, Hajjar (2018) stated that Lebanese citizens are frustrated and dissatisfied with the current political parties. Therefore, it is important for political parties to retain confidence and build a positive image among their supporters. In addition, individual political engagement has become a big concern in Lebanon since the amount of political participation has declined (Thomas, 2018). This decrease will have a serious impact on the health of democracies (Shapland, 2015). According to Maddah (2021), individuals in Lebanon are dissatisfied with the current political parties since they have failed to address essential service issues such as the ongoing power outage and the current fuel crisis, in addition to the current economic condition. These issues have prompted a slew of experts to investigate the factors that influence political engagement in Lebanon (Saud et al., 2020).

The findings of this study have a number of theoretical implications. First, the current study advances the knowledge of literature reviews in political marketing by developing a unique conceptual framework that clarifies variables affecting political participation. Thus, this study enhances the political marketing literature regarding the vital functions of marketing activities in political life. Second, the current research operationalizes and applies the effect of customer relationship building via social media on political participation, especially in a turbulent political situation such as Lebanon. In this context, Lebanon itself is considered a valuable contribution to this study, where this relationship advances the literature review in unusual political, economic and social circumstances that currently exist in this country. Third, the current study is based on social capital theory; the findings of this study provide empirical support to confirm Coleman's (1988) social capital theory, which is concerned with the effect of social networks and interpersonal relationships on trust building.

This study also has a number of practical implications. First, this study is considered a vital step to encourage political participation by the government. This can be achieved by indicating the importance of relationship quality to explain political participation. Second, political parties, candidates, and the government can benefit from the results of this study by enhancing the role of trust and satisfaction building with participants to maximize the level of political participation. Third, this research will aid political parties and political candidates in comprehending the factors that influence citizens' participation in political movements. Therefore, political parties and political candidates should implement effective strategies to build and maintain relationships with citizens via social media that influence citizens' trust and provide citizens' satisfaction.

Besides, this study has a number of limitations, like any other research. First, this study was conducted in Lebanon, which limits its generalizability. As a result, future studies might replicate the current research framework in other countries. Second, this study adopted a convenience sampling technique that undermines its generalizability. Future research could employ another sampling technique to further analyze the relationship between the variables. Third, this study investigates the impact of customer relationship building via social media on political participation. To overcome the

current research limitations, future studies are recommended to examine other important and influential factors that might affect political participation, such as political ideology, visibility, political efficacy, political interest, and perceived congruence.

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