

## **THE INFLUENCE OF HELPFUL BRAND ACTION ON RELATIONSHIP VALUE PERCEPTION THROUGH BEHAVIOURAL BRAND ENGAGEMENT IN GOJEK APPLICATION USERS IN SURABAYA**

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**Abstract:** Relationship value perception can be conceptualized as constructing a favorable relationship between a brand and its consumers. This is corroborated by the brand's beneficial actions, which facilitate consumer familiarity with the brand. This study aims to examine the influence of helpful brand action on relationship value perception through behavioural brand engagement in Go-Jek application users in Surabaya. A questionnaire was employed as the data collection technique, with a sample size of 350 respondents. This research utilizes a causal research design with quantitative methods. The data were analyzed using Smart PLS software. The findings indicate that helpful brand action affects behavioral brand engagement, that helpful brand action affects relationship value perception, and that behavioral brand engagement affects relationship value perception.

**Keywords:** *Helpful brand action, behavioral brand engagement, relationship value perception*

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### **1. Introduction**

In business development and continuity, marketing represents a core business function. Its objective is to attract consumers and introduce the company's brand to consumers. In the current era, characterized by rapid technological advancement and pervasive internet usage, digital content marketing (DCM) represents a highly effective strategy. Digital content marketing represents a marketing technique for the creation and dissemination of pertinent content to establish the company as a dominant figure within its sector and foster a sense of trust with consumers (Vollero and Plazzo 2015, p. 37). Concurrently, Steimle (2014) defines DCM as a marketing technique employed to create and distribute invaluable, pertinent, and uniform content to attract and procure a discernible audience, thereby inciting favorable consumer actions that benefit the company. The most common applications of DCM are the creation of video content, usually disseminated via YouTube, the production of advertisements for cinematic distribution, and the utilization of digital posters on company applications and the Google website to promote products or services.

PT Aplikasi Karya Anak Bangsa, commonly known as Gojek Indonesia, was established in 2010. Gojek Indonesia offers a range of helpful brand activities, including advertisements on television, the internet, and social media, which serve as promotional tools for disseminating brand awareness. Gojek Indonesia provides a range of applications with diverse service features, which serve as a platform for its partners and consumers to engage in transactions that facilitate convenience in everyday life. The Gojek Indonesia application offers customers a range of service features that are accessible online and via a user-friendly interface. Gojek is experiencing rapid growth. The company already has over two million drivers, and 900,000 merchants in Indonesia (gojek.com, 2024). Gojek's partners include drivers, merchants (restaurants and shops) that accept GoPay, and online shops such as Tokopedia, Bukalapak, and Shopee that utilize Gojek's GoSend feature to deliver goods. In 2024, the Gojek application has been downloaded on more than 190 million times on Android devices.

Gojek employs a helpful brand action strategy oriented toward consumer familiarity with the Gojek brand and its products. This strategy involves advertising content to facilitate consumer familiarity with the Gojek brand and its products. Gojek employs DCM as a medium for brand introduction to increase consumer recognition. Behavioral brand engagement is designed to implant strong memories in consumers' minds. Gojek fosters behavioral brand engagement with its application users by disseminating information about the Gojek brand that becomes imprinted in the minds of Gojek application users, eliciting an emotional attachment to the Gojek brand.

The implementation of helpful brand action and behavioral brand engagement facilitates the formation of a relationship value perception, whereby a relationship between the brand and consumers is established and reinforced by the brand. This relationship is achieved by offering a range of positive benefits, including efficiency and effectiveness, which maintain and enhance this value. As a consequence of this relationship, the application users will be satisfied and loyal to Gojek.

### ***Helpful Brand Action***

Helpful brand actions represent a marketing strategy that entails the sharing of knowledge and the utilization of such knowledge for the resolution of consumer issues. The objective of this strategy is to foster consumer interest, attraction, and brand recall (Taiminen and Renaweera, 2018). A helpful brand action can be defined as a brand strategy that provides information to consumers regarding the development of a product brand to increase market share and enhance brand recognition (Holliman & Rowley, 2014). Helpful brand actions serve the function of knowledge sharing and utilizing knowledge in problem-solving, which in turn serves to increase market share and strengthen brand recognition among consumers (Taiminen & Renaweera, 2018). As Keller (2008) asserts, a robust brand with considerable equity bestows numerous advantages upon the enterprise that possesses the brand. Keller (2008) posits that brands serve two primary roles: those that are consumer-oriented and those that are producer-oriented. Helpful brand action represents a strategic approach to branding that yields benefits for both consumers and producers.

The primary objective of helpful brand actions is to demonstrate the strength and ability of the brand to create a lasting impression on consumers when they encounter the product name. Consumers are more adept at identifying products than other products (Rossiter & Percy, 1987). This helpful brand action is effective when consumers are in the market to purchase a specific item and are not considering other similar brand products (Keller, 1993). Taiminen and Renaweera's (2018) research identifies several indicators of helpful brand action, including

the ability of brand programs to introduce relevant topics, convey ideas pertinent to the industry or phenomenon in question, address and analyze relevant issues to solving industry problems, and interpret relevant industry information or phenomena.

### ***Behavioral Brand Engagement***

The term "brand" encompasses a variety of elements, including names, terminology, graphics, and symbols, which are collectively designed to distinguish a product or service from competitors, facilitate consumer recall, and foster brand recognition (Kotler, 2013, p. 258). Brand engagement is the added value of involvement that is conferred on products and services through a set of assets (including, for example, trademarks and brand names) and liabilities (including, for example, product defects) that are related to the names and symbols used. This can increase or decrease the value ascribed to a product or service by companies and consumers (Kotler, 2013, pp. 259–263). The assets in question are brand loyalty, brand awareness, perceived quality, and various associations related to the brand.

Brand engagement is instilling a consumer mindset regarding specific products. This demonstrates that the consumer-based approach considers individual and organizational perspectives on brand engagement (Kotler, 2013, p. 263). It can be posited that brand engagement represents a process of strengthening the brand to influence consumers' minds, feelings, and assessments of the product. This brand engagement has the potential to expand market share, increase sales, maintain stability, and increase competitive advantage.

Behavioral brand engagement can be defined as a form of consumer behavior directed towards a brand to foster a sense of involvement and connection with the brand among consumers. This behavior is designed to facilitate the flow of information between consumers and the brand, thereby strengthening the consumer's sense of attachment to the brand (Taiminen & Renaweera, 2018). Customer brand engagement plays a significant role in shaping consumers' experiences and interactions with brand-related content on social media. Cognitive engagement represents a subconscious process through which consumers receive and process information, which affects emotions, feelings, and behavior, including interactions with brand-related content in the media.

As posited by Hollebeek and Macky (2019), behavioral brand engagement can be conceptualized as a consumer's expenditure of energy, effort, and time observing a brand. Conversely, Van Doorn et al. (2010) posit that behavioral brand engagement represents a manifestation of consumer behavior towards brands or companies, occurring independently of purchases. It is driven by motivation and is evidenced by actions undertaken outside of the purchase context. The concept of behavioral brand engagement is becoming an increasingly popular research topics in consumer behavior, especially about consumer attachment to a brand based on economic behavior (Hollebeek et al., 2016).

In their research, Taiminen and Renaweera (2018) employed a set of indicators to assess behavioral brand engagement. The consumers exhibited three distinct behavioral patterns: firstly, they demonstrated an inclination to engage with content that offered them helpful brand-related information; secondly, they displayed a greater interest in this particular brand than others; and third, they paid repeated attention to marketing content.

### ***Relationship Value Perception***

The notion of "relationship value perception" can be understood as a process by which a brand cultivates a positive relationship and deepens its connection with consumers. This is achieved through efforts to create a favorable impression of the brand in the minds of

consumers, which in turn leads to the formation of positive associations and memories related to the brand (Taiminen & Renaweera, 2018).

The foundation of relationship value perception is trust between the consumer and the company's brand (Singh & Sirdeshmukh, 2000). The formation of relationship value perception is determined by the consumer's comprehension of the brand. Consumers form perceptions based on their understanding of the brand's benefits and attributes. The concept of relationship value has its origins in the fields of business and service marketing. In these disciplines, the idea of relationship value represents the most fundamental construct, encompassing both transactional and relational dimensions. Chen and Myagmarsuren (2011) delineated the various facets of the value concept and identified several recurrent features. Firstly, the concept of value is inherently subjective, with different consumer segments perceiving varying levels of value in the same product. Secondly, consumer-perceived value can be defined as the trade-off between the benefits (what the consumer gains) and the sacrifices (what the consumer gives up) that are perceived by consumers in supplier offerings.

### **The Relationship between Helpful Brand Actions and Behavioral Brand Engagement**

Prior research has demonstrated that cognitive, affective, and behavioral brand engagement is influenced by a multitude of factors, one of which is the action or positive influence of the brand (Brodie et al., 2011a). Brand behavioral engagement arises from cognitive or emotional influences from brand thinking and elaboration. The direct interaction of consumers with the various programs held by a brand or company is conceptualized as brand involvement in behavior, demonstrating the consumers' perception of the brand (Solem and Pedersen, 2016).

Helpful brand actions facilitate and encourage intense brand engagement. One consequence of helpful brand actions is that consumers who observe a brand's engagement in social, health, or charitable endeavors tend to view the brand as more appealing. Such actions foster feelings of involvement and brand recall, leading to behavioral brand engagement as a further form of participation in the brand's helpful actions (Taiminen & Karjaluoto, 2017).

H1: Helpful brand action has an effect on behavioral brand engagement.

### **Relationship between Helpful Brand Actions and Relationship Value Perception**

The implementation of helpful brand actions can facilitate the delivery of superior value to consumers compared to competing brands (Ravald and Gronroos, 1996). This subjective consumer perception of the overall value of a brand constitutes the perception of relationship value (Vivek et al., 2014). As posited by Ritter and Walter (2012), organizations must formulate strategies to enhance brand perception and cultivate positive relationships with consumers.

Wuyts et al. (2009) explain that the implementation of helpful brand actions by companies represents one of the key branding strategies that enhance brand relationships with consumers. Consequently, the perception of relationship value arises, whereby the brand is perceived to contribute to and demonstrate care for social and urgent problems in the surrounding environment. The perception of relationship value manages relationships with consumers and customer touchpoints, aiming to maximize customer loyalty. Relationship value perception was developed as a comprehensive strategy to foster consumer loyalty and commitment to a company's products and services. The process of relationship value perception is applied to acquire, retain, and partner with specific consumers to create superior value for companies and consumers alike.

H2: Helpful brand action has an effect on perceived relationship value.

### **Relationship between Behavioral Brand Engagement and Relationship Value Perception**

Consumer behavior demonstrating engagement with the brand has added value in attracting other consumers to pay attention to the brand (Brodie et al., 2011b). Behavioral brand engagement is important in identifying functional relationships (Hollebeek, 2018). Quantitative empirical studies demonstrate the correlation between brand engagement and relationship value. Vivek et al. (2014) found a significant relationship between perceived consumer value and different dimensions of brand engagement (such as attention, participation, and social connection). Consumer engagement with the firm strongly influences the firm-specific value associated with perceived relationships in terms of functional, hedonic, and social value (Zhang et al. 2017).

As demonstrated by Gummerus et al. (2012), regular interaction with brands can shape consumers' perceptions of relationships, encompassing social, entertainment, and economic benefits. The perception of relationship value is constructed according to the consumer's understanding of the brand, brand benefits, and brand attributes to form a value perception of the relationship (Sindesmukh et al., 2002). The same product may be perceived as having different values by different consumer segments. The perception of relationship value is a function of the trade-off between the perceived costs and benefits associated with the product or service in question.

H3: Behavioral brand engagement has an effect on relationship value perception.

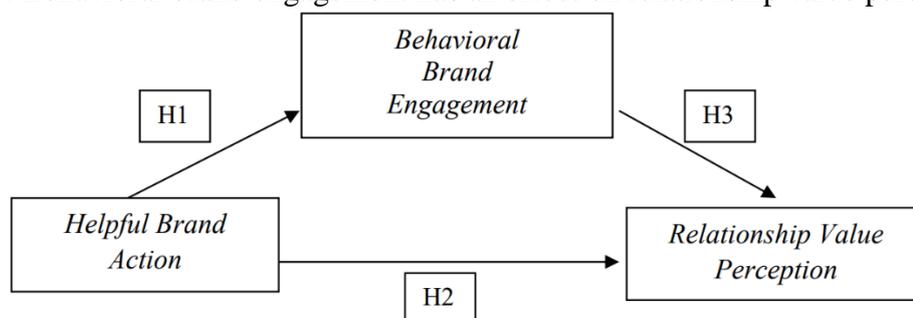


Figure 1. Research Model

## **2. Research Method**

This paper examines the impact of helpful brand actions on the perception of relationship value through the lens of behavioural brand engagement among Gojek application users in Surabaya. Therefore, the type of research that is appropriate to use is the causal quantitative research method.

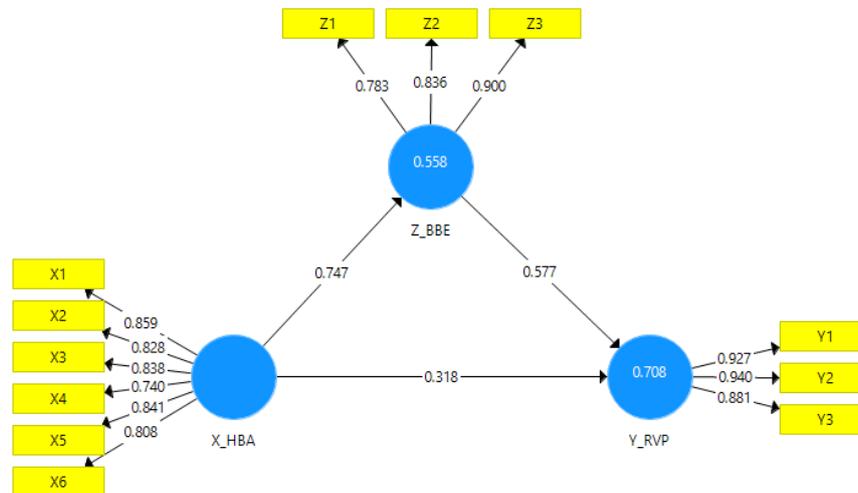
The research population is Gojek application users in Surabaya. This study used non-probability sampling, which does not provide equal opportunity to the population. It used purposive sampling with the following criteria: age over 17 and use of the Gojek application in the last six months.

The data collection method used in this study is questionnaires distributed to 350 Gojek application users in Surabaya. The results obtained from the questionnaire will then be processed to measure the effect of the research variables and test the existing hypotheses. Data analysis and testing of research hypotheses was carried out using Smart PLS or Partial Least Square software.

### 3. Results and Discussion

#### 3.1. Results

Before testing the structural model, the outer model must be verified. These tests include tests of construct validity (convergent and discriminant validity) and construct reliability.



**Figure 2. Outer Model**

A construct indicator has convergent validity if it has a loading value  $> 0.70$ . This standard measures latent variables. The convergent validity tests on variables indicate that the construct indicators associated with each variable have a loading factor exceeding 0.70. The indicator may thus be deemed a valid measure of its underlying construct.

Cross-loadings show the discriminant validity of each variable in measuring statement items. Each indicator has a higher cross-loading value than other dimensions or variables. If the latent construct predicts the indicator more accurately than other variables, it predicts the indicator accurately.

**Table 1. Reliability Test Results**

	Cronbach Alpha	Composite Reliability
Behavioral brand engagement	0.902	0.925
Helpful brand action	0.904	0.940
relationship value perception	0.791	0.879

This study uses Cronbach's alpha to assess the reliability of each question. A reliability coefficient of 0.6 or greater is reliable. Table 1 shows that the alpha coefficient for each variable is greater than 0.6, indicating reliability. It can therefore be concluded that the measurement items for each variable are reliable.

**Table 2. Average Variance Extracted**

	AVE
Behavioral brand engagement	0.672
Helpful brand action	0.839
relationship value perception	0.708

The AVE is a validity test based on the average extracted value of each variable. Table 2 shows that the AVE value exceeds 0.5, satisfying the requirement for convergent validity.

**Table 3. R-Square**

	R Square
Behavioral brand engagement	0.558
Helpful brand action	
relationship value perception	0.708

The R-squared result is 0.558 or 55.8%, meaning that helpful brand action variables can influence behavioral brand engagement by 55.8%. A further 44.2% are affected by other variables. The R-squared value of relationship value perception is 0.708, showing that helpful brand actions and behavioral brand commitment can influence relationship value perception by 70.8%. The remaining 29.2% is the contribution of other variables not discussed. While the Q-squared predictive relevance value can be measured as follows:

$$\begin{aligned}
 Q &= 1 - (1 - R^2 \text{ Behavioral Brand Engagement}) \times (1 - R^2 \text{ Relationship Value Perception}) \\
 &= 1 - (1 - 0,558) \times (1 - 0,708) \\
 &= 1 - (0,442 \times 0,292) \\
 &= 0,8709
 \end{aligned}$$

A Q-squared value greater than zero indicates that the model has predictive relevance. Conversely, a Q-squared value less than zero indicates a deficiency in the model's predictive relevance. The Q-squared value for this study is 0.8709, which indicates that the model has predictive relevance.

Table 4 presents the findings of the investigation into the impact of external factors on internal variables, as postulated in the hypothesis.

**Table 4. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
<b>Behavioral Brand Engagement &gt; Relationship Value Perception</b>	0,557	0,575	0,045	6,818	0,000
<b>Helpfull Brand Action &gt; Behavioral Brand Engagement</b>	0,747	0,743	0,036	20,761	0,000
<b>Helpfull Brand Action &gt; Relationship Value Perception</b>	0,318	0,319	0,045	12,684	0,000

Table 4 demonstrates that the t-statistic of helpful branding on behavioral branding is 20.761, or >1.96. Therefore, the first hypothesis, which states that helpful brand action influences behavioral brand engagement, can be accepted.

The test results show that the t-statistic of helpful brand actions on relationship value perception is 12.684, >1.96. The second hypothesis, that helpful brand action affects relationship value perception, is accepted.

As evidenced in Table 4, the t-statistic value of behavioral brand engagement on relationship value perception is 6.818. The results of the test demonstrate that the t-statistic value is greater than 1.96, indicating that the third hypothesis, which posits that behavioral brand engagement affects relationship value perception, is accepted.

### **3.2. Discussion**

#### **Helpful Brand Action and Behavioral Brand Engagement.**

The test results show that increasing the helpful brand action variable will increase behavioral brand engagement by 0.747. This means that helpful brand action has a significant and positive effect on behavioral brand engagement. Previous research explains that cognitive, affective, and behavioral brand engagement are caused by different factors, one of which is the action or positive influence of the brand (Brodie et al., 2011a). Behavioral brand involvement is caused by cognitive or emotional influences from the results of thinking and brand elaboration. The customer's interaction with the various programs held by the brand is a form of brand involvement behavior that shows the customer's perception of the brand (Solem & Pedersen, 2016).

Helpful brand actions facilitate and encourage a high level of brand engagement. When consumers observe a brand's involvement in social, health-related, or other domains, they tend to perceive the brand as more appealing and are inclined to engage with and recall the brand. This form of behavioral brand engagement is shaped by continuing consumers' participation in one of these beneficial brand action programs (Taiminen & Karjaluoto, 2017).

By conducting a variety of digital content marketing (DCMs) in conjunction with Gojek, the company demonstrates a helpful brand action strategy that is conducive to fostering positive brand perceptions among application users. These moments serve to disseminate information pertaining to Gojek brand developments and product offerings, thereby reinforcing user engagement with the Gojek brand.

#### **Helpful Brand Action and Relationship Value Perception**

The test results exhibit a t-statistic value exceeding 1.96, and the coefficient is positive. This result implies that an augmentation in the helpful brand action variable will engender an increase in the relationship value perception, amounting to 0.318. This result also indicates a significant and positive direct effect of helpful brand action on relationship value perception. The value of helpful brand actions through the programs accepted by the community confers a competitive advantage over competing brands (Ravald & Gronroos, 1996). Perceived relationship value is how customers perceive the value of a brand relationship. Brands must enhance their perceived relationship value and foster customer recognition (Ritter & Walter, 2012).

Wuyts et al. (2009) posit that helpful brand actions constitute a valuable branding strategy for enhancing the value of brand relationships with consumers. The brand is perceived to contribute to and demonstrate care for social issues within the local community. Relationship value perception is a comprehensive strategy to foster consumer loyalty and commitment to the brand. The process of relationship value perception enables brands to acquire, retain, and partner with consumers to create superior value for themselves and consumers. The more effectively Gojek utilizes the digital content marketing (DCM) program to meet the user expectations of the Gojek application, the stronger the bond between the Gojek brand and its customer base will become.

### **Behavioral Brand Engagement dan Relationship Value Perception.**

The data processing results demonstrate that the t-statistic value is bigger than 1.96 (6.818), and the coefficient value is 0.557, which is positive. It can be concluded from the results that an increase in behavioral brand engagement will result in a corresponding augmentation in the perception of relationship value, with a coefficient value of 0.557. This result suggests that behavioral brand engagement has a significant and positive direct effect on relationship value perception. Consumers engaging with a brand will pay more attention to the various strategies that the brand employs. Consequently, consumers can assess how companies build relationships with consumers and the general public. The phenomenon of behavioral brand engagement is characterized by a strong emotional attachment to Gojek among application users. This attachment influences the formation of positive perceptions and relationships with the brand.

### **4. Conclusion**

This research provides the following results: first, helpful brand action has a positive effect on behavioral brand engagement. Through the DCM program, Gojek interacts with application users by providing information about the development of the brand and Gojek products so that Gojek application users can have an attachment to the brand. Second, helpful brand action has a positive effect on relationship value perception. The better Gojek provides information through the DCM program and meets the needs of Gojek application users, the better the relationship between the Gojek brand and application users. Third, behavioral brand action has a positive effect on relationship value perception. With the fulfillment of behavioral brand engagement, Gojek application users have an attachment to the brand, which impacts a positive perception or relationship with the brand

The findings of the study indicate that the implementation of beneficial brand actions can have a favorable impact on behavioral brand engagement and perceived relationship value. The findings of this study have implications for Gojek and other companies seeking to enhance brand engagement and perceived relationship value among their consumer base. Companies must devote greater attention to how the DCM can furnish accurate information and assist consumers in comprehending and utilizing the products and services offered by the company.

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