Handbook of Research on Customer Engagement

Edited by

Linda D. Hollebeek
Senior Associate Professor, Montpellier Business School (Montpellier Research in Management), France and Full Professor, Tallinn University of Technology, Estonia

David E. Sprott
Professor of Marketing and Dean, College of Business, University of Wyoming, USA

Edward Elgar
Cheltenham, UK • Northampton, MA, USA
# Contents

**List of contributors** viii

Introduction to the *Handbook of Research on Customer Engagement* 1  
*Linda D. Hollebeek and David E. Sprott*

**PART I  CUSTOMER ENGAGEMENT AND MARKETING PRACTICE**

Introduction: customer engagement and marketing practice 4  
*V. Kumar*

1 Engagement-to-value (E2V): an empirical case study 20  
*Debbie Isobel Keeling, Ko de Ruyter and David Cox*

2 Boosting customer engagement through gamification: a customer engagement marketing approach 35  
*Sandra Streukens, Allard van Riel, Daria Novikova and Sara Leroi-Werelids*

3 Applying design thinking to innovate, validate, and implement new digital services 55  
*Njål Sivertstøl and Annita Fjuk*

4 Online reviews as customers' dialogues with and about brands 76  
*Ewa Maslowska, Su Jung Kim, Edward C. Malthouse and Vijay Viswanathan*

5 Engagement and technology as key enablers for a circular economy 97  
*Nicholas Vijverman, Bieke Henkens and Katrien Verleye*

**PART II  CUSTOMER ENGAGEMENT CONCEPTUALIZATION AND CONCEPTUAL RELATIONSHIPS**

Introduction: the evolution of conceptual work on customer engagement 114  
*Ruth N. Bolton*
vi  Handbook of research on customer engagement

6  How in-store retail and service atmosphere create customer engagement
   Elisa B. Schweiger, Anne L. Roggeveen, Dhruv Grewal and Nancy M. Puccinelli

7  Customer engagement: the role of gamification
   Wafa Hammedi, Thomas Leclercq and Ingrid Poncin

8  Giving or receiving in social media: can content marketing simultaneously drive productive and consumptive engagement?
   Welf H. Weiger, Maik Hammerschmidt and Thomas P. Scholdra

9  Story-based consumer engagement: a conceptual framework
   Laurence Dessart and Valentina Pitardi

10 Personality-based consumer engagement styles: conceptualization, research propositions and implications
    Linda D. Hollebeek, Jamid Ul Islam, Keith Macky, Takashi Taguchi, Carolyn Costley and Dale Smith

11 Practices, engagement, and service systems as a holistic perspective on technological actors
    Jennifer Chandler

PART III  CUSTOMER ENGAGEMENT AND ORGANIZATIONAL PERFORMANCE

Introduction: customer engagement and organizational performance: a financial perspective
    Bobby J. Calder

12 Review of engagement drivers for an instrument to measure customer engagement marketing strategy
    Shiri Vivek, Cynthia Kazanis and Ingita Jain

13 Positively and negatively valenced customer engagement: the constructs and their organizational consequences
    Julia Marbach, Niloofar Borghesi Razavi, Cristiana R. Lages and Linda D. Hollebeek

14 Customer engagement and organizational performance: a service-dominant logic perspective
    Civilai Leckie, Munyaredzi W. Nyadzayo and Lester W. Johnson
Contents vii

15 Leveraging user-generated content: a visual case analysis of Contiki's brand co-creation campaign
Robyn Ouschan, Jay Turkington and Julie Napoli 329

16 A web site engagement measurement for digital marketers
Antonio Hyder and Otto Regalado-Pezúa 358

17 Temporality of customer engagement in service innovation: a theoretical model
Amela Karahasanović, Linda D. Hollebeek, Dimitra Chasanidou and Calin Gurau 376

PART IV CUSTOMER ENGAGEMENT AND NETWORKED ENVIRONMENTS

Introduction: value creation and co-creation within networks Sharon E. Beatty 391

18 The impact of customer engagement behaviors and majority/minority information on the use of online reviews
Thomas L. Baker, Paul Fombelle, Clay Voorhees, Kristina K. Lindsey Hall and Blake Runnalls 402

19 Sharing uncertainty across organizations: Service capital and customer engagement for realizing nonownership value
Michael Ehret and Jochen Wirtz 423

20 Connections and interactions: an engagement perspective on customer networks
Kim A. Johnston and Anne B. Lane 441

21 The role of consumer engagement in recovering online Service failures: an application of service-dominant logic
Jamid Ul Islam, Zillur Rahman and Linda D. Hollebeek 456

22 Conceptualizing health consumer engagement: an extended framework of resource integration, co-creation and engagement
Kara Burns and Sven Tuzovic 470

Index 493