

Exploring Customer Engagement: An Anthology of Three Studies



A THESIS

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ABSTRACT

The literature on customer engagement is substantial (Hollebeek, Srivastava, & Chen, 2019; Pansari & Kumar, 2017), which details customers' participation towards the firm through their cognitive, emotional, and behavioral investment (Hollebeek, 2011). Customer engagement points towards customer's contribution to the firm or brand or product through customer's cognitive, emotional, and behavioral manifestations. Moreover, customers' satisfaction, and loyalty are not adequate constructs to explain and examine customers' behavior, further requiring a better understanding of customer engagement (Pansari & Kumar, 2017; Hollebeek, 2011). As academicians and managers find customer engagement an interesting area to explore, it is compelling to dig deeper into it and contribute towards expanding the knowledge horizons.

To begin with, we conduct a comprehensive review of the literature on customer engagement. This broadens our understanding of the body of knowledge. Following this, we conduct three studies to address three major research gaps. The first study examines the structural anatomy of the customer engagement literature using tripartite approach. In this study, we examine the evolution the literature using text mining and visual techniques followed by investigating the vital themes emerging from literature by using multi-method bibliometric techniques and examining the research profiles.

In the second study, we intend to understand customer engagement and customer disengagement in the context of business-to-business marketing using qualitative research methods. This study has two parts. The first part aims to develop a comprehensive framework for customer engagement in the business-to-business context. We examine the antecedents and consequences of customer engagement. The second part of the study aims to develop a comprehensive framework for customer disengagement in the business-to-business context

that includes its antecedents, consequences, and contextual factors. The study also highlights different types of customer disengagement.

In the third study, we explore the interface of customer engagement with green marketing in the business-to-consumer context with the focus on behavioral component. We develop a comprehensive framework examining the relevant antecedents and consequences that help understand green customer engagement. We empirically test this framework using structural equation modeling.

We believe that the three studies contribute to the literature on customer engagement and disengagement and provide important managerial and policy guidance.

Keywords

Customer engagement, customer disengagement, tripartite approach, business-to-business marketing, green customer engagement.

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Note: References of 218 papers used for analysis in the thesis are highlighted with * mark.