

Session 1.15.3 Room: S110

Relationship Marketing

Customer Engagement and Product Search

Chair: **Lars Meyer-Waarden**, EM Strasbourg Business School (HuManiS), CRM/CNRS Toulouse, Capitole University

Conversion Backlash? Decision Support and Hasty Action in Consumer Product Search

Radosław Karpieńko, Vienna University of economics and business
Thomas Reutterer, Vienna University of Economics and Business

Recent studies have shown that product recommendations substantially change the consumer decision process, regardless of the quality of recommendations. Specifically, consumers inspect less alternatives, and make their stopping decision earlier than in unassisted search. In the present Study we investigate in how far such behavioral influences can affect post-purchase evaluation. We use a real-world commercial recommendation agent in an experimental study with three conditions: A baseline condition with no recommendations, a condition with 'fake' recommendations, and a condition with 'real' recommendations. Our initial findings indicate that product recommendations may bias consumer choice, and thus potentially lead to negative effects in the long run.

Keywords: Recommendations, Decision, E-Commerce

Effect of Co-production Process and Outcome on Customer Evaluative Judgments

Anne Merken, Hasselt University
Sandra Streukens, Hasselt University
Sara Leroi-Werelds, Hasselt University

Co-production has increased substantially over the years. Nonetheless, how co-production influences customer evaluations remains vague. As co-production entails customers' active participation in the production process, the influence of the co-production process should be considered in addition to the evaluation of the outcome. Therefore, we simultaneously examine the effect of co-production process quality and outcome quality on customer evaluations. The present study shows that both process and outcome quality significantly impact satisfaction and repurchase intention, however, we fail to find an interaction effect. Thus, firms should not only focus on designing effective co-production outcomes, but also on creating an enjoyable process.

Keywords: Co-Production, Process Quality, Outcome Quality

How Trust affects the Use of Information obtained through Intra- and Extraorganizational Relationships?

Tamara Keszey, Corvinus University of Budapest

We have limited knowledge on the potential pattern similarities/differences of trust's role that may exist in information use obtained through intra- and extra-organizational relationships. This study addresses this question by investigating how trust leads to information use. Data from 338 intra-organizational and a sub-sample of 158 interorganizational dyadic information exchange-relationships showed that trust is an important driver of the utilization of market information in both cases. Trust has no direct relationship to information use, instead has a strong indirect effect through a mediator, perceived quality of information. The effects of trust on the use of information obtained through inter- and extra-organizational dyadic relationships proved to be similar.

Keywords: Trust, Managerial Use Of Market Information, Relationships

Acknowledgements: The research has been conducted within the framework of the post-doctoral research project by the Hungarian Scientific Research Fund (OTKA), project nr. PD77726. The author is grateful for the support of János Bolyai Research Program by the Hungarian Academy of Sciences.

True or False Customer Engagement Behaviour: What can we learn from Customers' Touch point Histories?

Helle Haurum, Copenhagen Business School
Suzanne C. Beckmann, Copenhagen Business School/Department of Marketing

Customers' engagement behaviours are considered an important source of value to the company. So far, the discussion has mainly been conceptual and focused on the company's perspective. By adopting the customer's perspective we investigated how customers perceive their service relationship encounters with a company, using in-depth interviews. We found the following key factors driving and explaining customers' engagement behaviours: (1) transactions matter and inconsistent engagement behaviours are a reality, (2) mundane products and services are still highly relevant for customers, and (3) different degrees of customer experience alignment with services and products exist. Moreover, the distinction between true and false engagement behaviours we suggest indeed is relevant and we could establish their mediating capabilities.

Keywords: Customer Engagement Behaviours, Customer Dominant Logic, Loyalty Discrepancy