

Actor Engagement through Resource Integration with Brands

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Purpose – This study aims to empirically explore engagement through resource integration among actors as co-creators of value. Service researchers have identified the relationship between servicedominant (S-D) logic as a metatheory and the engagement concept as a midrange theory (e.g., Vargo and Lusch, 2017; Brodie, Hollebeek and Smith, 2011; Jaakkola, Conduit, and Fehrer, 2018); however, it is not yet clear how resource integration processes generate actors' engagement, which influences the subsequent the outcomes of value cocreation. To address these gaps, this study investigates resource integration processes (1) by measuring the effect of actor “dispositions” on the relationship between actor resources and engagement, and (2) by analyzing “connections” among actors regarding the consequences (i.e. loyalty behaviors) of engagement and identifying resource integration practice.

Design/Methodology/approach – Building on the fundamental propositions of actor engagement (Brodie et al., 2019) and S-D logic-informed engagement frameworks (Hollebeek et al., 2019; Chandler and Lusch, 2015), this study examines the relationships among engagement, resource integration, and cocreation. The dispositions, behaviors, and practices of actors (customers, employees, and stakeholders) are explored. Thus, this study applies a mixed methods research design (Creswell and Plano Clark, 2011) which helps to better understand research challenges by integrating quantitative and qualitative evidence. Survey data were collected from customers, employees, and producers, and at a Japanese retail brand between February and December in 2018.

Findings – Results show that knowledge sharing and sense of ownership among actors have a significant positive effect on actor engagement. Additionally, several resource integration practices are identified, which conducted through an engagement platform affect actor engagement, value cocreation and, the consequences (well-being, retention, extra-role behavior, and word-of-mouth behavior).

Practical implications – These findings have critical implications for retail brands interested in building long-term relationships with a range of actors, including customers, employees, producers, and the focal brand. Moreover, they provide actionable guidance for retail brand managers.

Originality/value – This study emphasizes the application of applying the mixed methods research design to explore resource integration practice of S-D logic and to incorporate the actor engagement concept as a midrange theory (Brodie and Löbler, 2018), thereby explaining the relational evidence of the phenomena of engagement, resource integration, and cocreation.

Key words – Actor Engagement, Resource Integration Practice, Knowledge Sharing, Psychological Ownership, Mixed Methods Research

Paper type – Research paper

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