

## Antecedents and consequences of value co-creation in online shopping

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### Abstract

Customer involvement is necessary for the value co-creation process in online purchases. This study intends to confirm the effect of online shopping experience on customer value co-creation behaviour, represented by participation behaviour and customer citizenship behaviour on repurchase intention and negative electronic word-of-mouth (eWOM). An online survey was conducted to collect data from the customers as respondents. This study used Partial Least Square-Structural Equation Modelling (PLS-SEM) to test the hypotheses. The results show that the data supports four of the seven hypotheses. The online shopping experience positively affects customer participation and citizenship behaviour and then influences repurchase intention, but it does not affect negative eWOM. The results of this study provide an understanding of the importance of a customer experience, customer participation, and customer citizenship behaviours to encourage value co-creation by the customer, which is expected to increase repurchase intention. Previous studies have not linked value co-creation behavior to actual behavioral characteristics. The originality of this study discovers negative eWOM and repurchase factors due to CPB and CCB.

### Keywords:

customer citizenship behaviours; customer participation behaviours; negative eWOM; online shopping experience; repurchase intention.

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## Introduction

Internet technology has transformed online retail business models by integrating customer resources for value co-creation. For example, marketplaces are increasingly using social media to share information between marketers and

consumers, which are integrated with web and application platforms. Based on the service-dominant logic (SDL) view, customers are resource integrators and the value co-creators of each transaction (Vargo & Lusch, 2004; Lusch & Vargo, 2014). Customer involvement in this value co-creation activity occurs throughout the service value chain (Yi & Gong, 2013; Lusch & Vargo, 2014).

The value co-creation model was developed in the online market, beginning with the DART model (dialogue, access, risk assessment, and transparency), the value co-creation model was developed in the online market (Pralhad & Ramaswamy, 2004). Yi & Gong (2013) proposed a value co-creation model consisting of two types of behaviour, i.e., customer participation behaviour (CPB) and customer citizenship behaviour (CCB). In the context of value co-creation in the consumer market, CPB refers to behaviours that should be implemented, while CCB is voluntary behaviours by customers in the value co-creation process to obtain better benefits (Groth, 2005; Yi & Gong, 2013). The two constructs of co-creation behaviour are rooted in the organisational behaviour literature, which divides employee performance into task performance and contextual performance (Motowidlo et al., 1997; Griffin et al., 2007).

CPB activities include information seeking, information sharing, responsible behaviour, and personal interaction when customers make purchases (Yi & Gong, 2013; Frasquet-Deltoro et al., 2019). Customers are required to carry out such participatory behaviour so they can be served and get better benefits. Meanwhile, CCB is a voluntary behaviour that includes advocacy, feedback, willingness to help, and tolerance (Yi & Gong, 2013; Frasquet-Deltoro et al., 2019). These CCB activities are essential for the company and its customers (Johnson & Rapp, 2010; Gong & Yi, 2021). CCB are driven by altruism and social needs to help other customers (Rosenbaum & Massiah, 2007).

Based on the Service-Dominant Logic (SDL) premise that value is created involving multiple actors and always involving beneficiaries, understanding the causes and consequences of value co-creation is essential (Lusch & Vargo, 2014). Previous research has confirmed various variables that are antecedents of CPB and CCB, including ease of use, involvement, and quality of eWOM (Frasquet-Deltoro et al., 2019). For customers, active involvement in co-creation positively impacts satisfaction, increasing the intention to continue to engage in co-creation (Frasquet-Deltoro et al., 2019). Specifically, CCB contributes to improving customer well-being perceived benefits, and repurchase intentions (Guo et al., 2013; Alves et al., 2016; Mandl & Hogreve, 2019).

Previous online shopping experiences influence customer willingness to value co-creation activities in the marketplace. Value co-creation activities are represented by CPB and CCB variables, which are expected to increase customer repurchase opportunities and prevent negative eWOM. In previous studies, the consequences of value co-creation behaviour have not been associated with actual behavioural variables (Frasquet-Deltoro et al., 2019). The identification of negative

eWOM and repurchase variables because of CPB and CCB becomes a novelty of in this study.

The logical explanation of the developed model is based on the six premises of the SDL (Lusch & Vargo, 2014). Because customers aim to get better benefits in online shopping activities, customer experience positively affects CPB and CCB. Customers who experience a strong positive experience will maintain their CPB and CCB levels to benefit better from their shopping activities. Likewise, customers who have negative experiences, must be more intensive in implementing CPB and CCB to get better benefits. Furthermore, referring to the nature of CPB as behaviour that should be implemented, while CCB is a voluntary behaviour, then in co-creation activities, customers will prioritize CPB first, then CCB. This argument is supported by Liu (2020) that customer participation in information-seeking is positively related to CCB.

Customer involvement in co-creation helps spread the word about the goodness of a product or service through eWOM (Frempong et al., 2019). It prevents customer turnover intentions. In the co-creation process, customers aim to maximize benefits. CPB and CCB will prevent people from doing negative eWOM. Because customers want to obtain better benefits, the intensity of their involvement in CPB and CCB activities is in line with the process of forming customer engagement with the co-creation process (Revilla-Camacho et al., 2015).

This study aims to examine the value co-creation model in online shopping activities. This research will be conducted using a sample survey approach to consumers who are active in using social media and accessing social media marketplaces and have made online purchases. This context was chosen because social media has been widely used by the marketplace and customers and provides customers with a way to express their experiences in online shopping activities.

## **Literature review**

### **Customer citizenship behaviour**

Customer citizenship behaviour is voluntary and discretionary behaviours that are not required for the successful production or delivery of the service but help overall service organisation (Groth, 2005). Organisations have increasingly realised that good customers are not only those who generate direct revenue for enterprises (Hu et. al., 2022). Customers who act as partial employees and active ambassadors of the organisations are also critical human assets to gain advantages over competitors (Groth, 2005). Customers who exhibit customer citizenship behaviour could benefit enterprises through their behaviours (e.g., providing feedback, recommendations, and helping customers) (Yi et al., 2013).

### **Customer participation behaviour**

Consumer participation behaviour refers to the specific behaviour in which customers help create value by participating in products and services based on the traditional consumption field. Based on the virtual community, customer

participation behaviour is a dynamic behaviour of forwarding, sharing, and leaving comments (Chen et al., 2022). However, both emphasize the initiative of consumers or users to participate. Customer participation behaviour is customers' behaviour in service production and delivery, also called customer cooperative production behaviour. Customer participation behaviour is necessary for consumer value co-creation, and enterprises expect this behaviour (Bove, 2009). In other words, customer participation behaviour is the behaviour consumers must take to successfully realize value creation in producing and delivering products or services (Chen et al., 2022).

### **Negative eWOM**

Word-of-mouth (WOM) refers to informal communications between consumers about products or services (Anderson & Kilduff, 2009). Due to the rapid development of the internet, consumers can share their opinions on products and services with many other consumers through social network platforms and websites, that is, through eWOM (Hennig-Thurau et al., 2004). Generally, the valence of eWOM shared by consumers is consistent with their experience (Berger, 2014). According to its valence, eWOM can be divided into positive or negative eWOM (Liu et al., 2022). A satisfactory consumption experience leads to positive eWOM, and an unsatisfactory consumption experience leads to negative eWOM (Nam et al., 2020).

### **Online shopping experience**

Customer experience has become a central topic in marketing research since businesses increasingly realize that their success largely depends on providing positive shopping experiences to their customers (Becker & Jaakkola, 2020). Online shopping experience refers to the cumulative psychological effect of customer interactions with various virtual touchpoints (Bleier et al., 2019). Online shopping experience is a multifaceted, holistic, and subjective process that occurs through customer interactions and the online environment (Trevinal & Stenger, 2014). For example, products available on e-commerce platforms possess certain qualities that customers subjectively perceived (Gulfraz et al., 2022). The virtual interactions of customers impact the affective and cognitive states that will eventually affect their shopping behaviours (Cachero-Martínez & Vazquez-Casielles, 2021).

### **Repurchase intention**

Repurchase intention is a critical aspect of attitudinal loyalty that indicates the desire to purchase a product/service once more after an earlier, usually optimistic, experience (Aparicio et al., 2021). Repurchase intention is defined as the decision on the part of an individual to purchase a specific service/product from the same retailer more than once, taking into consideration his/her present conditions and anticipated situations (Hellier, 2003). Repurchase intention differs from purchase

intention, which refers to customers' desire to make an initial purchase (Wang et al., 2020). Furthermore, unlike repurchase behaviour, which represents the actual purchasing process, repurchase intention represents the expectancy of customers purchasing again from the same e-retailer in the foreseeable future (Meilatinova, 2021).

### **Relationship between online shopping experience and customer participation behaviour**

Online shopping activities produce customer experiences from direct interactions (Meyer & Schwagner, 2007). Barari et al. (2020) divided those experiences into cognitive experiences and affective experiences. Previous experience will be a reference for customers to determine their level of participation in the following online shopping activity.

In the co-creation of virtual product development, previous experience using virtual products determines customer willingness to participate in the following co-creation process (Füller & Matzler, 2007). Zhang et al. (2015) found that customer learning and the hedonic experience of previous shopping activities determine the intention to participate in co-creation activities. Based on this explanation, the shopping experience logically triggers the level of customer participation in the following co-creation process.

H1: Online shopping experience positively affects customer participation behaviour in online shopping.

### **Relationship between online shopping experience and customer citizenship behaviour**

Customer experience is positively related to co-creation behaviour, so besides being related to CPB, customer experience is also related to CCB. Previous research has stated that positive customer experiences encourage customers to voluntarily communicate problems and needs about services, propose improvements, and increase customer interaction about the company's products and services (Elsharnouby & Mahrous, 2015). In other studies, three dimensions of CCB, such as providing recommendations, helping other customers, and providing feedback to customers, are strongly driven by customer satisfaction in getting services (Groth, 2005).

A pleasant online shopping experience is essential to customer satisfaction and positively affects CCB. These findings support that the shopping experience positively impacts CCB (Anaza & Zhao, 2013). Meanwhile, Xie et al. (2017) use a brand experience perspective and states a positive relationship between the quality of brand experience and CCB to the company and CCB to other customers. Another study by Kim & Choi (2016) found that improving the quality of customer experience is essential to promote CCB in mass service management. The previous study's findings indicate that the online shopping experience impacts CCB.

H2: Online shopping experience positively affects customer participation behaviour in the context of online shopping behaviour.

### **Relationship between customer participation behaviour and customer citizenship behaviour**

Previous research has defined CPB and CCB as critical elements in value co-creation in the consumer market, but few have explored their relationship (Yi & Gong, 2013). CPB is behaviour that should be carried out (in the role), while CCB is voluntary behaviour (extra role), then co-creation activities. In that case, the relationship between the two variables can be identified. Logically, customers will prioritize CPB as a mandatory behaviour and then implement CCB as a voluntary behaviour, so the more substantial the CPB, the better the CCB will be. Indications of this positive relationship are supported by Liu (2020) that customer participation is positively related to CCB. Another study by Zhang & Chen (2017) also found that customer participation was positively correlated with CCB.

H3: Customer participation behaviour has a positive effect on customer citizenship behaviour.

### **Relationship between customer participation behaviour and repurchase intention**

Yi & Gong (2013) explain that value co-creation activities in online shopping require mandatory customer involvement. Customers need to find information on many things related to online shopping activities that will be carried out, for example, looking for information on product specifications, shopping procedures, and prices. Customers must also provide correct and complete information so the marketplace can provide services correctly. This customer participation is a learning process that shapes customer knowledge and skills in online shopping activities. Furthermore, customers engaged in participation will logically have better knowledge and skills related to online purchasing. Such knowledge and skills are advantageous for customer reference in the buying process. Customers will logically use the knowledge and skills they already have as a reference to make purchases in the future (Frempong et al., 2019).

Previous research indicates that customer participation is positively related to repurchase intention, as Chen & Chen (2017) found that CPB is a strong predictor of repurchase intention. Customers who create relational value through participation/CCB are more likely to build long-term relationships with service providers. CPB is positively related to repurchase intention, confirmed by Cermak et al. (1994). Next, Straus et al. (2016) also prove that CPB positively affects repurchase intention even on customers who experience negative service experiences. Guzel et al. (2020) stated that consumer participation in the co-creation of new product development as measured through information seeking and information sharing was positively related to the purchase of existing and developed product.

H4: Customer participation behaviour has a positive effect on repurchase intentions.

### **Relationship between customer participation behaviour and repurchase intention**

CCB, as a voluntary behaviour, is beneficial for companies because it can improve business efficiency (Liu, 2020). Customers who show a strong CCB will help the company because of their voluntary and self-awareness. They are willing to help other customers, which is the company's job. Customers with strong CCB, emotionally also have strong brand trust, so they are willing to recommend the brand to others, provide suggestions for improvement, and tolerate the relative deviation of the service received. With such characteristics, customers with a strong brand CCB will use the brand on their next purchase because the person concerned also recommends the brand to others.

Revilla-Camacho et al. (2015) found that CCB improves good relations between customers and companies. It was further identified as the cause of CCB harming customer intention to change stores, so it can be interpreted that CCB also positively affects repurchase intention. Another study found that CCB also had a positive effect on repurchase intention. CCB on the co-creation of new product development, which is measured by feedback, advocacy, help, and tolerance, is positively related to the purchase intention of the existing and developed products (Liu & Luo, 2019; Guzel et al., 2020).

H5: Customer citizenship behaviour has a positive effect on repurchase intentions.

### **The relationship between customer participation behaviour and negative eWOM**

The role of co-creation in influencing customer knowledge, customer skills, and customer willingness to share their experiences online has been proven statistically. Previous studies have also indicated that value co-creation has a positive impact on customers' willingness to promote the company's products (Cossío-Silva, et al. 2016). Involvement in co-creation can also be used to engage customers in voluntarily spreading positive eWOM (Frempong et al., 2020). Moreover, Xie et al. (2019) found that customer value co-creation has positive relationship with eWOM. Customers with high value co-creations mean they have better engagement with the product or company. Thus, customers who actively participate in the shopping process will approach the brand and the company and less saying negative eWOM because the customer's involvement determines the result of the co-creation process.

H6: Customer participation behaviour has a negative effect on negative eWOM.

### **The relationship between customer citizenship behaviour and negative eWOM**

Jahn & Kunz (2012) indicate that the intensity and activeness of customers in an online brand community becomes an element of forming emotional bonds with

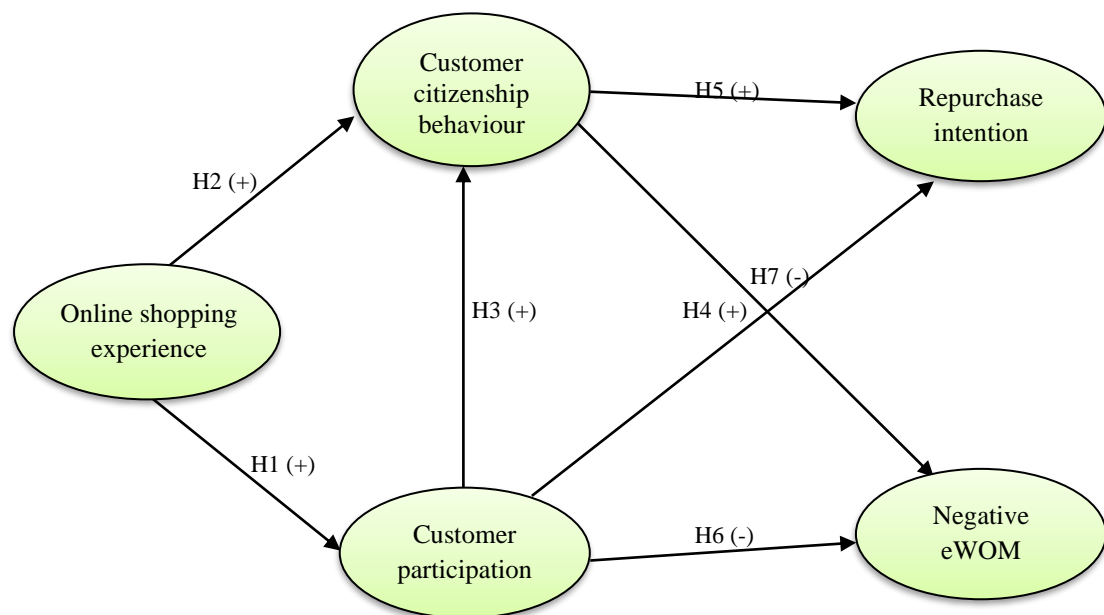
the brand and ultimately identifying the brand as a "friend". It encourages customers to tend to say positively about the brand (positive eWOM), which also has an impact on strengthening brand loyalty. Because CCB is a voluntary co-creation behaviour, customers who have a higher CCB in the co-creation process have a stronger emotional attachment to the process.

Individuals with a high CCB are generally innovative, receptive to change, and active in speaking out positively to individuals in their network (Wang et al., 2016). A strong CCB will reduce the potential for individuals to say bad things (negative eWOM) (Wang et al., 2016; Frempong et al., 2020; Jahn & Kunz, 2012). H7: Customer citizenship behaviour has a negative effect on negative eWOM.

As illustrated in Figure 1, value co-creation activities are represented by the CPB and CCB variables, which are expected to increase customer repurchase opportunities and reduce negative eWOM.

**Figure 1**

*Research Framework*



### Research method

An online survey was conducted to obtain data. A total of 209 respondents were drawn using a purposive sampling method by selecting customers who met the criteria, namely those who had (1) bought online at the marketplace and (2) accessed the social media marketplace. Data was collected online using a questionnaire instrument on Google form, distributed via links on social media, i.e. Facebook and Instagram. A 5-points Likert scale was used to measure the research variables, and then the data were analysed using the Partial Least Square - Structural Equation Modelling (PLS-SEM). The indicators to measure the variables refer to the results of previous research.



## Data analysis and results

### Validity and reliability tests

Table 1 summarizes the measurement variables and the results of their validity and reliability tests. The numbers in parentheses are the ones that are used next, 7 negative items measuring the online shopping experience variable were dropped because they have a loading factor of  $<0.50$ , thus making Average Variance Extracted (AVE) lower than 0.50.

**Table 1**

*Validity and Reliability Test Result*

Variable	Sources	No. of indicators	Cronbach's alpha (CA)	Composite reliability (CR)	AVE	Square roots of AVE
Online shopping experience	Barari et al. (2020)	11(4)*	0,849 (0.867)*	0,804 (0.909)*	0,355 (0.715)*	0.846
Customer participation behaviour	Yi & Gong (2013); Frasquet-Deltoro et al. (2019)	11	0.913	0.944	0.608	0.732
Customer citizenship behaviour	Yi & Gong (2013); Frasquet-Deltoro et al. (2019)	12	0.930	0.927	0.536	0.780
Repurchase intention	Gefen (2000); Knight & Young (2007)	3	0.885	0.929	0.813	0.902
Negative eWOM	Barari et al. (2020)	3	0.881	0.925	0.804	0.897

### Respondents' demographic profile

Table 2 informs the characteristics of respondents. Based on gender, 65% of 209 respondents are female. Furthermore, most of the age group is 21-25 years old (70%). According to the job category, most respondents are students/college students (44.02%). Moreover, most of the respondents who have education were passed from senior high school (67%). Furthermore, Shopee is the most frequently visited marketplace by respondents (80%), and the most frequently accessed social media is Instagram (35%).

### Hypotheses test

Hypotheses were tested using PLS-SEM at a significance level of 5%. Overall, the results of testing the hypotheses are presented in Table 3. Based on Table 3, four of the seven hypotheses proposed were supported by the data. The data does not support the rest of the three hypotheses, i.e., H4, H6, and H7. Table 3 also informs adjusted R<sup>2</sup>, i.e., the ability of the independent variable to explain the variation of the dependent variable. CCB is predicted by online shopping experience and CPB, and adjusted R<sup>2</sup> = 0.571, which means the ability of these two variables to explain CCB is 57.1%. Online shopping experience explains CPB at 35%.

Furthermore, for the dependent variable of repurchase intention, Adjusted  $R^2=0.303$  is obtained, which describes the CPB and CCB's ability to explain the variation of repurchase intention of 30.3%. Finally, for the negative eWOM variable, the adjusted  $R^2$  is very low (0.000) and indicates that CPB and CCB have almost no impact on negative eWOM. The explanation of results of the hypothesis test will be explained further in the discussion.

**Table 2**  
*Demographic Profile*

Variable	Category	Frequency	Percentage
Gender	Male	73	35%
	Female	136	65%
Age	16-20 years old	35	17%
	21-25 years old	146	70%
	26-30 years old	20	10%
	31-40 years old	6	3%
	>40 years old	2	1%
Job	Housewife	25	12%
	Private sector worker	46	22%
	Civil worker/military/police	5	2%
	Student/College student	92	44%
Education	Entrepreneur	41	20%
	Junior high school	16	8%
	Senior high School	142	68%
	Diploma	10	5%
	Undergraduate	23	11%
	Graduate	18	9%

**Table 3**  
*Hypothesis Test Result*

	Hypotheses	Original sample	p Values	$R^2$ adjusted
H1	Online shopping experience → Customer participation behaviour	0.606	0.000*	0.350
H2	Online shopping experience → Customer citizenship behaviour	0.312	0.000*	0.571
H3	Customer participation behaviour → Customer citizenship behaviour	0.519	0.000*	0.571
H4	Customer participation behaviour → Repurchase intention	0.146	0.169	0.303
H5	Customer citizenship behaviour → Repurchase intention	0.448	0.000*	0.303
H6	Customer citizenship behaviour → Negative eWOM	0.062	0.700	0.000
H7	Customer participation behaviour → Negative eWOM	0.037	0.846	0.000

## Discussion

The online shopping experience positively affects customer participation, H1 is proven. These findings align with the service dominant logic perspective that the value co-creation process requires the integration of resources by actors (Lusch &

Vargo, 2014). In this context, customers have used their accumulated experience to increase their participation in online shopping activities. Online shopping activities, such as how to find product information and procedures using hardware (mobile/desktop) and applications, can be interpreted as a learning process for consumers. This skill benefits customers in their next shopping activity, encouraging active participation in finding information, sharing information, and following online shopping procedures.

This study complements previous studies, which found that knowledge, skills, and ease of use were positively related to CPB and CCB (Frasquet-Del Toro et al., 2019). The results of this study also support the finding that participation intentions in co-creation activities are influenced by customer learning and hedonic experiences from previous shopping activities and experiences of using virtual products (Zhang et al., 2015; Füller & Matzler, 2007). This study also confirms that CPB is more strongly influenced by socialization or consumer learning in their roles and duties as consumers (Groth, 2005).

This study proves H2. The results prove that the shopping experience positively affects CCB. The implementation of CCB is beneficial not only for the company and other customers but also for the customers themselves in the learning process to improve their competence and meet customers' social needs, i.e., an expression of empathy (Rosenbaum & Massiah, 2007). Online shopping experience because of cognitive and affective evaluation increases CCB because customer experience also manifests fairness treatment, and distributive justice is a driver of CCB (Groth, 2005; Yi & Gong, 2013). CCB is also driven by the desire to fulfil social needs, which is empathy for others, shown by helpful behaviour. Customers identify difficulties that may have been experienced, and because of their altruism and social needs, they voluntarily assist other customers (Rosenbaum & Massiah, 2007). Furthermore, CCB is also helpful for customers themselves in co-creating activities, i.e., increasing knowledge and skills. For example, customers who help others will get better knowledge and skills in service delivery procedures.

This research confirms previous studies, including Elsharnouby & Mahrous (2015), which found that various positive customer experiences encourage customers to voluntarily communicate problems and needs about services, propose improvements, and increase customer interaction. The results of this study also strengthen previous studies on the positive relationship of shopping experience with CCB. A pleasant online shopping experience becomes essential to customer satisfaction and positively affects e-CCB (Anaza & Zhao, 2013). The quality of brand experience with CCB to companies and other customers and the quality of customer experience is paramount to promoting CCB in mass service management (Xie et al., 2017; Kim & Choi, 2016).

H3 is supported. CPB positively affects CCB. This finding confirms that CPB is an in-role behaviour and CCB is a voluntary or extra-role behaviour so customers will prioritize CPB over CCB. Data empirically confirm this logic, i.e., the average value of CPB is higher than CCB. It means that customers perform mandatory

activities first, then carry out voluntary activities to obtain maximum benefits from online shopping. As an illustration, before helping other customers, these customers will complete their duties and roles as customers for themselves in a service delivery situation. It also confirms previous studies that customer participation in information-seeking, cooperative behaviour, and interpersonal interactions was positively related to CCB (Liu, 2020). The finding also supports Zhang & Chen (2017) that customer participation positively correlates with CCB.

The results explain the strength of the emotional bond formed from CCB activities. Even though the level of customers in co-creation activities is high, the respondents' characteristics explain an alternative interpretation of the result: most of them are students aged 21- 25 who buy clothing/accessories. This group actively use social media on various platforms, so they have access to extensive online shopping information. Respondents in this group are generally also easily tempted to buy products with other variants from other marketplaces. Furthermore, fashion products that are most frequently purchased include products with a low level of involvement and are fashionable, so even though they have high participation when online shopping, they may quickly switch to other marketplaces.

H4 is not supported. It differs from other studies. For example, Chen & Chen (2017), Cermak et al. (1994), Straus et al. (2016), and Guzel et al. (2020) found that CPB is a strong predictor of repurchase intention. This study provides clues to future research regarding the relationship between customer participation and repeats purchases. It calls further investigation, including age, gender, consumer involvement, and perceived risk as moderators of the relationship between customer participation and repurchase intention.

The testing results of H5 provide exciting information regarding the position of CCB in the value co-creation model in online purchases. CCB positively affects repurchase intention, indicating that high involvement in the co-creation process brings customers closer to the marketplace. Intense emotional closeness effectively encourages customers to be loyal, so it raises a strong desire to buy in the same marketplace in the future. This finding reinforces previous studies that CCB positively affects online purchase intention of new product. CCB also improves good relations between customers and companies (Liu & Luo, 2019; Guzel et al., 2020; Revilla-Camacho et al., 2015).

Customers with high participation are expected to refrain from saying negatively about products, services, brands, or companies to others. Customer disappointment, which is conveyed to the company through official channels, will be more beneficial for the company. The result indicates that customer participation (CPB) has no negative effect on eWOM. Unfortunately, it cannot be ascertained that customers who vigorously participate will refrain from negative WOM.

From the respondent's profile perspective, most respondents are 21-25 years old, and the types of products purchased are the most fashionable. This age group is generally not interested in discussing negative things from the marketplace where they buy. Furthermore, the fashion category does not include high-risk products and

relatively low prices. However, most of the respondents' income is less than a million rupiahs. Nevertheless, those with characteristics of this age are very happy to be involved in the stages of buying online, such as seeking information, sharing knowledge, and responsible behaviour.

The customers involvement in information-seeking activities, sharing information, and responsible behaviour in carrying out online purchases cannot prevent customers from doing negative eWOM. This behaviour may be caused by the lack of a strong emotional bond between the customer and the brand (marketplace). Hence, the customer does not feel emotionally burdened when doing negative eWOM, which data shows that most respondents have a high intention to do negative eWOM. From the risk aspect, customers assess the risk of doing negative eWOM in the context of their online purchase and are less concerned about doing negative eWOM. This result differs from [Frempong et al. \(2020\)](#), [Cossío-Silva et al. \(2016\)](#), and [Xie et al. \(2019\)](#).

H7 shows that customer citizenship behaviour has no negative effect on eWOM. As a form of co-creation involvement higher than participation, CCB cannot be used to ensure customers do not voice negatively about the company on social media. Nevertheless, negative voices need to be prevented because negative news spreads faster and is more potent in influencing changes in attitude and purchase intention than positive news ([Vázquez-Casielles et al., 2013](#)).

Most customers involved in delivering information in the marketplace are customers who actively share information, contribute to eWOM, respond to other people's questions, and engage in social media interactions. Therefore, even though they factually indicated high citizenship behaviour, they still could not resist doing negative eWOM ([Hu & Kim, 2018](#)). Furthermore, searching for eWOM on marketplace social media accounts provides various comments related to eWOM (positive dan negative), even though negative eWOM is less frequent than positive eWOM. The results explain the strength of the emotional bond formed from CCB activities.

Several reasons can explain unsupported H7. First, customers are less likely to engage in negative eWOM than positive eWOM. Based on previous studies, negative eWOM has a more substantial impact on changing the direction of attitudes and beliefs, so customers need bad experiences beyond their tolerance limits. This explanation is empirically supported by CCB descriptive statistics, especially the tolerance and negative eWOM dimension, which tends to be neutral. It probably related with the typical of Asian cultures. Second, customers are free to choose the marketplace and have no strong ties with the marketplace. Buyers and the marketplace interact more based on economic motives. Customers consider that price and shipping costs are essential when choosing a marketplace for online shopping.

The results of this study enrich value co-creation literature in the consumer market in several ways. It provides evidence of customer experience's importance in supporting value co-creation. Since customer experience is the result of the

affective and cognitive evaluation and each actor is a resource integrator, the findings of this study emphasize the importance of operant resources to support value co-creation (Meyer & Schwager, 2007; Lusch & Vargo, 2014). This study provides evidence of understanding the relationship between CPB and CCB, the primary behaviour in customer co-creation activities, and has yet to be studied much in previous research. The results of this study enrich the literature on the consequences of value co-creation by proving the effect of CCB on repurchase intention. CPB does not directly affect repurchase intention and brings a new understanding that the central concept of value co-creation, CPB, and CCB is a process.

Finally, this research has some managerial implications. First, marketplace must continue to provide a positive online shopping experience, both cognitive and affective. Second, the marketplace must influence customers to actively participate in co-creation. This method complements digital content to get immediate sales, with content oriented to customer education and building customer relationships. Education-oriented content, including tips and tutorials related to safe and practical online shopping procedures, contains appreciation for customers who can become "good soldiers" for the company based on their shopping activity history. This practice can encourage customers to be active in value co-creation activities, especially for advocacy and helping others that benefit the company.

## **Conclusion**

This study found that the relationship between variables developed in the value co-creation model was not all supported. The online shopping experience has a positive effect on customer participation and CCB. Customer participation has a positive effect on CCB, and CCB has a positive effect on repurchase intention. However, against negative eWOM, neither customer participation nor CCB is supported. An important finding from this study is that the online shopping experience can be a reliable predictor of increasing co-creation activities, i.e., increasing participation behaviour and CCB. Second, CCB has a strategic position in the co-creation model because it can increase customer repurchase intentions.

It is realised that this research has some limitations in terms of method and scope. First, using a self-reported data collection tool that produces perceptual data may contain some bias. In this regard, it is recommended to use data based on natural behaviour. The measurement of variables that use actual customer behaviour in participation activities, CCB, purchasing, and negative eWOM can record the phenomenon of value co-creation in the context of online shopping. Second, the distribution of respondents, most of whom are 21-25, who often shop online at Shopee, with relatively limited purchasing power, may have the same preferences for co-creation activities and negative eWOM.

Further research with a quota sample design, for example, according to the distribution of age, gender, type of goods purchased, and marketplace, can provide more representative data. Third, qualitative research using the netnography method

as an alternative method that potentially describe and explain the co-creation process in online purchasing. Finally, further research is suggested to add moderating variables, such as perceived and product risks. It is possible to explain the role of value co-creation on repurchase intention and negative eWOM.

#### **Author contribution**

**Sanaji Sanaji:** Conceptualization, Methodology, Validation, Data curation, Formal analysis, Writing - original draft. **Tanti Handriana:** Writing – review & editing. **Indrianawati Usman:** Writing – review & editing.

#### **Declaration of interest**

The authors affirm that they have no known financial or interpersonal conflicts that would have appeared to have an impact on the research presented in this study.

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