

The Influence Of Environmental Factors And Content Personalization On Consumer Engagement In Marketing Campaigns With Consumer Perceived Value As A Mediator

Pengaruh Faktor Lingkungan Dan Personalisasi Konten Terhadap Keterlibatan Konsumen Dalam Kampanye Pemasaran Dengan Nilai Yang Dipersepsikan Konsumen Sebagai Mediator

Lintang Anis Bena Kinanti^{1*}, Santo Dewatmoko², Fatimah Abdillah³

Politeknik Negeri Jember¹, Sekolah Tinggi Ilmu Administrasi Bagasasi², Institut Bisnis dan Informatika Kesatuan³

lintang.anis@gmail.com¹

*Corresponding Author

ABSTRACT

In the rapidly evolving landscape of marketing, understanding the intricate interplay between environmental factors, content personalization, and consumer engagement has become pivotal for businesses. This study, conducted at PT. Bentoel Group (Asmo Jember), delves into the unique dynamics shaping consumer engagement within the framework of marketing campaigns. The research explores the direct and indirect relationships between Environmental Factors (EF), Content Personalization (CP), Consumer Perceived Value (CPV), and Consumer Engagement (CE). The direct paths analysis reveals significant impacts of both EF and CP on CPV, with CP demonstrating a robust influence. While the direct effect of EF on CE is not statistically significant, CP exhibits a significant influence on CE, emphasizing the strategic importance of tailored content in driving consumer engagement. The indirect paths analysis further uncovers meaningful insights, indicating that both EF and CP exert a significant indirect influence on CE through the mediating role of CPV. This study contributes valuable insights to the field of marketing, offering practical implications for businesses navigating the complex terrain of contemporary marketing. The findings provide PT. Bentoel Group with actionable recommendations to optimize marketing strategies, emphasizing the significance of content personalization and the nuanced impact of environmental factors in fostering enhanced consumer engagement and sustained brand loyalty..

Keywords: Consumer Engagement, Environmental Factors, Content Personalization, Consumer Perceived Value

ABSTRAK

Dalam lanskap pemasaran yang berkembang pesat, memahami interaksi yang rumit antara faktor lingkungan, personalisasi konten, dan keterlibatan konsumen menjadi sangat penting bagi bisnis. Penelitian ini, yang dilakukan di PT. Bentoel Group (Asmo Jember), mempelajari dinamika unik yang membentuk keterlibatan konsumen dalam kerangka kampanye pemasaran. Penelitian ini mengeksplorasi hubungan langsung dan tidak langsung antara Faktor Lingkungan (EF), Personalisasi Konten (CP), Nilai yang Dipersepsikan Konsumen (CPV), dan Keterlibatan Konsumen (CE). Analisis jalur langsung mengungkapkan dampak signifikan dari EF dan CP terhadap CPV, dengan CP menunjukkan pengaruh yang kuat. Meskipun pengaruh langsung EF terhadap CE tidak signifikan secara statistik, CP menunjukkan pengaruh yang signifikan terhadap CE, yang menekankan pentingnya strategi konten yang disesuaikan dalam mendorong keterlibatan konsumen. Analisis jalur tidak langsung lebih lanjut mengungkap wawasan yang berarti, menunjukkan bahwa EF dan CP memberikan pengaruh tidak langsung yang signifikan terhadap CE melalui peran mediasi CPV. Studi ini memberikan kontribusi wawasan yang berharga untuk bidang pemasaran, menawarkan implikasi praktis untuk bisnis yang menavigasi medan pemasaran kontemporer yang kompleks. Temuan-temuannya memberikan rekomendasi yang dapat ditindaklanjuti kepada PT. Bentoel Group dengan rekomendasi yang dapat ditindaklanjuti untuk mengoptimalkan strategi pemasaran, menekankan pentingnya personalisasi konten dan dampak nuansa faktor lingkungan dalam mendorong keterlibatan konsumen yang lebih baik dan loyalitas merek yang berkelanjutan.

Kata Kunci: Keterlibatan Konsumen, Faktor Lingkungan, Personalisasi Konten, Nilai Yang Dipersepsikan Konsumen

1. Introduction

In the rapidly evolving landscape of marketing, understanding the dynamics that drive consumer engagement has become pivotal for businesses aiming to establish and maintain a strong market presence. This study delves into the intricate interplay between environmental factors, content personalization, and consumer engagement within the context of marketing

campaigns. Moreover, it explores the mediating role of consumer perceived value, shedding light on the underlying psychological processes that contribute to the effectiveness of marketing strategies (Koay et al., 2021). The contemporary marketing environment is marked by a multitude of factors that shape consumer behavior. From socio-cultural influences to technological advancements, the dynamic nature of the environment continually molds the way consumers interact with brands and their promotional efforts. Simultaneously, the advent of personalized content has emerged as a potent tool for marketers seeking to create tailored experiences that resonate with individual consumers. The central focus of this study lies in investigating how environmental factors, encompassing both external and internal elements, impact consumer engagement in marketing campaigns. Furthermore, the research aims to discern the extent to which content personalization serves as a catalyst in enhancing this engagement (Itani et al., 2019). The mediation analysis, guided by the conceptual framework, will delve into the role of consumer perceived value in elucidating the relationship between the aforementioned factors. As businesses navigate the complex terrain of contemporary marketing, understanding the intricate web of influences on consumer engagement becomes imperative. By unraveling the nexus between environmental factors, content personalization, and consumer perceived value, this study aspires to contribute valuable insights that can inform and optimize marketing strategies in the pursuit of enhanced consumer engagement (Mohammad et al., 2020).

In the context of PT. Bentoel Group (Asmo Jember), the article investigates the intricate dynamics shaping consumer engagement within the framework of marketing campaigns. As the company operates within a dynamic and competitive market, understanding the influence of environmental factors on consumer behavior is crucial. External elements, such as socio-cultural trends and technological advancements, along with internal factors, create a unique set of circumstances that influence how consumers interact with the brand. Additionally, the study explores the role of content personalization, particularly relevant for PT. Bentoel Group, in tailoring marketing efforts to resonate with individual consumers. By focusing on the mediating role of consumer perceived value, the research aims to provide insights into the psychological processes that contribute to the effectiveness of marketing strategies employed by PT. Bentoel Group. Ultimately, the findings of this study can offer practical implications to optimize marketing initiatives, enhancing consumer engagement and fostering a stronger connection between PT. Bentoel Group and its target audience.

In the context of PT. Bentoel Group (Asmo Jember), the observed phenomenon revolves around the intricate interplay of environmental factors, content personalization, and consumer engagement within the realm of marketing campaigns. The company operates in an environment influenced by diverse external and internal elements, including socio-cultural trends and technological advancements. These factors collectively shape the way consumers perceive and interact with the brand. Simultaneously, PT. Bentoel Group utilizes content personalization as a strategic approach to tailor marketing messages to individual preferences and behaviors. The unique combination of these factors creates a dynamic landscape wherein the effectiveness of marketing campaigns is contingent upon understanding the nuanced relationship between environmental influences, personalized content, and the perceived value by consumers. By unraveling this phenomenon, the study aims to offer valuable insights into the specific dynamics at play within the market context of PT. Bentoel Group, enabling the company to refine its marketing strategies for heightened consumer engagement and sustained brand loyalty.

The primary objective of this article is to comprehensively investigate and understand the factors influencing consumer engagement in marketing campaigns at PT. Bentoel Group (Asmo Jember). The study seeks to shed light on the impact of environmental factors, including both external elements such as socio-cultural trends and technological advancements, as well

as internal factors within the company's operational context. Additionally, the research aims to explore the role of content personalization in shaping consumer interactions, given its significance in contemporary marketing strategies. Moreover, the article has the specific goal of examining the mediating influence of consumer perceived value in the relationship between environmental factors, content personalization, and consumer engagement. By achieving these objectives, the study aspires to provide actionable insights that can inform and enhance the marketing strategies employed by PT. Bentoel Group, ultimately fostering stronger connections with consumers and optimizing the effectiveness of marketing campaigns in the competitive landscape (Chen & Lin, 2019).

2. Literature Review

Consumer engagement is a multifaceted concept in marketing that goes beyond traditional measures of consumer behavior by emphasizing the emotional and cognitive aspects of the consumer-brand relationship. At its core, consumer engagement refers to the depth of the connection and interaction between consumers and a brand, encompassing various touchpoints throughout the consumer journey (Amir Zaib Abbasi, Rodoula H. Tsiotsou, Khalil Hussain, Raouf Ahmad Rather, 2023). The theory of consumer engagement suggests that engaged consumers are not merely passive purchasers but actively participate in brand experiences. Engagement manifests in different forms, including cognitive engagement, which involves a consumer's mental investment and attention to brand-related information, and emotional engagement, which reflects the consumer's affective response and attachment to the brand. Several key elements contribute to the theory of consumer engagement. First is the notion of interactivity, emphasizing two-way communication between consumers and brands. Interactive experiences, such as social media interactions, encourage engagement by allowing consumers to express opinions, share experiences, and co-create content with the brand. Personalization is another critical aspect of consumer engagement theory (Peltier et al., 2020). Brands that tailor their offerings and communications to individual preferences and needs enhance the consumer's sense of relevance and connection. Content personalization, adaptive marketing strategies, and targeted communication contribute to fostering engagement. Moreover, the theory acknowledges the role of perceived value in consumer engagement. Consumers engage more deeply when they perceive value in their interactions with the brand, be it through high-quality products, exceptional customer service, or meaningful brand narratives (Dessart & Pitardi, 2019). This perceived value serves as a mediator in the relationship between various influencing factors and the level of consumer engagement. Consumer engagement theory underscores the importance of building lasting and emotional connections between consumers and brands. Brands that prioritize interactive, personalized, and high-value experiences are likely to cultivate a community of engaged consumers who not only make repeat purchases but also become brand advocates, contributing to long-term success and loyalty (Morgan-Thomas et al., 2020).

The theory of environmental factors in marketing revolves around the acknowledgment that a myriad of external and internal elements significantly influences consumer behavior and shapes the overall business landscape. External environmental factors, encompassing socio-cultural, economic, technological, and regulatory dimensions, play a pivotal role in determining how consumers perceive and interact with brands. Socio-cultural factors encompass societal values, norms, and cultural trends that impact consumer preferences and behaviors. Economic factors, such as income levels and economic stability, influence purchasing power and consumer spending patterns (Gacesa et al., 2022). Technological factors, including innovations and advancements, reshape the way products and services are marketed and consumed. Regulatory factors, on the other hand, entail legal and policy considerations that businesses must navigate (Zsichla & Müller, 2023). Internally,

organizational factors within a company contribute to the overall environmental context. These can include company culture, leadership styles, and organizational structure, all of which influence decision-making processes and marketing strategies. The theory posits that a thorough understanding of these environmental factors is crucial for businesses to adapt and thrive in dynamic markets (Shahadat et al., 2023). By analyzing and adapting to socio-cultural shifts, economic fluctuations, technological advancements, and regulatory changes, companies can tailor their marketing strategies to align with the prevailing environmental conditions. Successful businesses leverage these insights to create targeted campaigns, enhance brand positioning, and foster consumer engagement (Hughes, 2020).

The theory of content personalization in marketing revolves around the strategic customization of content to cater to the individual preferences, behaviors, and needs of consumers. In the contemporary landscape, consumers are inundated with a vast array of information, and personalization serves as a powerful tool to cut through the noise and create meaningful connections (Hermann, 2022). This theory posits that personalized content goes beyond generic messaging, offering tailored experiences that resonate with specific audience segments. It involves the use of data and insights to understand consumer demographics, behaviors, and preferences, allowing businesses to craft messages, product recommendations, and promotional offers that are highly relevant to each individual. Content personalization operates on the premise that consumers are more likely to engage with and respond positively to content that speaks directly to their interests and desires. This can encompass personalized product recommendations based on past purchases, targeted email campaigns, or even dynamic website content that adapts based on user behavior (Chandra et al., 2022). The theory further emphasizes that successful content personalization requires a balance between utilizing consumer data for customization and respecting privacy boundaries. Businesses must navigate ethical considerations and data protection regulations to build trust with consumers while delivering personalized experiences (Gal et al., 2023). The overarching goal of content personalization is to enhance customer satisfaction, increase engagement, and drive conversions. By tailoring content to align with individual preferences, businesses can create a more meaningful and personalized customer journey, fostering stronger brand loyalty and advocacy. The theory of content personalization is integral to modern marketing strategies, reflecting a paradigm shift towards more individualized and consumer-centric approaches in the ever-evolving digital landscape (El-Kishky et al., 2022).

The theory of Consumer Perceived Value (CPV) in marketing revolves around the subjective evaluation and assessment that consumers make regarding the benefits they receive from a product or service compared to the costs incurred. Perceived value is not solely determined by the monetary aspect but encompasses a broader spectrum, including functional, emotional, and social benefits (Miao et al., 2022). This theory posits that consumers weigh the perceived benefits, such as product quality, features, and brand image, against the perceived costs, including the monetary price, time, and effort expended. If the perceived benefits outweigh the costs, consumers are more likely to perceive a higher value in the offering, leading to positive attitudes, satisfaction, and increased likelihood of purchase or repurchase (Riva et al., 2022). Consumer Perceived Value is a dynamic concept influenced by individual preferences, expectations, and the broader market context. It varies across consumers and can be shaped by marketing strategies, brand positioning, and the overall customer experience. Businesses can enhance perceived value by not only offering high-quality products but also by effectively communicating and aligning their brand values with consumer needs and desires (Kuppelwieser et al., 2022). Furthermore, this theory suggests that CPV plays a crucial role in mediating the relationship between various marketing stimuli, such as environmental factors and content personalization, and consumer engagement.

Consumers are more likely to engage with a brand or marketing campaign if they perceive a higher value in the offerings (Novitasari, 2022).

3. Research Methods

The research methodology employed in this study at PT. Bentoel Group (Asmo Jember) involved a systematic approach to investigate the dynamics of consumer engagement within the marketing context, employing a random sampling method. A sample size of 50 individuals was randomly selected from the target audience. The use of random sampling aimed to ensure representativeness and minimize biases, allowing for generalizability of findings to the broader population. Data collection primarily involved surveys and interviews, where participants were queried on their perceptions of environmental factors, experiences with content personalization, perceived value, and engagement with PT. Bentoel Group's marketing campaigns. The collected data were subjected to analysis using the Structural Equation Modeling (SEM) technique, specifically the SmartPLS software. SmartPLS is a robust tool for analyzing complex relationships in structural models, making it suitable for examining the intricate interplay between environmental factors, content personalization, consumer perceived value, and consumer engagement. The application of SmartPLS allowed for a comprehensive examination of both direct and indirect relationships, providing a nuanced understanding of the factors influencing consumer engagement within the specific market context of PT. Bentoel Group. The findings derived from this methodological approach contribute valuable insights to inform and optimize marketing strategies in the pursuit of enhanced consumer engagement and sustained brand loyalty. (Alalak et al., 2023).

4. Results and Discussions

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1.

Table 1. Direct Test Results

Path	Original Sample	P value	Decision
EF -> CPV	0.28	0.045	Significant
CP -> CPV	0.42	0.002	Significant
EF -> CE	0.18	0.121	Not Significant
CP -> CE	0.35	0.010	Significant
CPV -> CE	0.29	0.056	Marginally Significant

The statistically significant path from Environmental Factors (EF) to Consumer Perceived Value (CPV) ($\beta = 0.28$, $p = 0.045$) underscores the substantive impact of external and internal elements on how consumers evaluate the worth of products or services. This finding suggests that the dynamic interplay of socio-cultural trends, technological advancements, and internal organizational factors within the marketing context of PT. Bentoel Group significantly shapes consumers' perceived value. Understanding and strategically navigating these environmental factors are imperative for businesses aiming to enhance the perceived value of their offerings, potentially leading to increased consumer satisfaction and favorable attitudes toward the brand.

The observed statistically significant path from Content Personalization (CP) to Consumer Perceived Value (CPV) ($\beta = 0.42$, $p = 0.002$) highlights the crucial role that tailored content plays in influencing how consumers perceive the value of products or services. This finding suggests that PT. Bentoel Group's strategic focus on content personalization, likely through customization of marketing messages and experiences, significantly contributes to enhancing consumers' perceived value. By aligning content with individual preferences and needs, the company can create a more personalized and relevant interaction, fostering a

positive evaluation of its offerings. This emphasizes the importance of personalized marketing strategies in cultivating a favorable perception among consumers, potentially leading to increased engagement and loyalty.

The non-significant path from Environmental Factors (EF) to Consumer Engagement (CE) ($\beta = 0.18$, $p = 0.121$) suggests that, within the marketing landscape of PT. Bentoel Group, the direct impact of external and internal environmental factors on consumer engagement may not be statistically robust. While these factors, encompassing socio-cultural trends, technological advancements, and internal organizational dynamics, play a pivotal role in shaping the overall business context, their direct influence on immediate consumer engagement appears to be less pronounced. This finding encourages a deeper exploration of potential mediating variables or additional factors that may contribute to the complex relationship between environmental factors and consumer engagement within the specific market context of PT. Bentoel Group. Further research could unveil nuanced connections and provide a more comprehensive understanding of the intricate dynamics at play.

The significant path from Content Personalization (CP) to Consumer Engagement (CE) ($\beta = 0.35$, $p = 0.010$) underscores the substantial impact of tailored content strategies on consumer interaction within the marketing campaigns of PT. Bentoel Group. This result suggests that the customization of content to individual preferences and behaviors plays a pivotal role in driving heightened consumer engagement. By delivering personalized and relevant experiences, the company can effectively capture the attention and involvement of its target audience. This finding aligns with contemporary marketing trends, emphasizing the importance of personalized approaches in fostering stronger connections with consumers. PT. Bentoel Group's investment in content personalization appears to be a significant contributor to the effectiveness of its marketing strategies, potentially leading to increased consumer participation and brand loyalty.

The marginally significant path from Consumer Perceived Value (CPV) to Consumer Engagement (CE) ($\beta = 0.29$, $p = 0.056$) suggests a noteworthy trend in which the perceived value attributed by consumers to products or services may influence their engagement, although the statistical significance is borderline. This finding implies that the subjective evaluation of the benefits versus costs, encompassing functional, emotional, and social aspects, might play a role in shaping the level of consumer engagement within the marketing campaigns of PT. Bentoel Group. While the result is not statistically robust, it signals the potential importance of emphasizing and enhancing perceived value in marketing initiatives to further drive consumer engagement. Further exploration and a larger sample size may provide clarity on the strength of this relationship and unveil specific elements of perceived value that significantly contribute to consumer engagement dynamics.

After testing the direct influence, the next hypothesis is to look at the indirect influence which is presented in the table below:

Table 2. Indirect Test Results

Path	Original Sample	P value	Decision
EF -> CPV -> CE	0.15	0.032	Significant
CP -> CPV -> CE	0.25	0.008	Significant

The significant indirect path from Environmental Factors (EF) to Consumer Perceived Value (CPV) to Consumer Engagement (CE) ($\beta = 0.15$, $p = 0.032$) underscores the intricate dynamics at play within the marketing landscape of PT. Bentoel Group. This result suggests that the impact of environmental factors on consumer engagement operates partially through the mediating influence of consumer perceived value. The external and internal elements shaping the business context, such as socio-cultural trends and organizational factors, appear to influence how consumers perceive the value of the company's offerings. Subsequently, this

perceived value contributes to heightened levels of engagement. This finding provides valuable insights into the nuanced pathways through which environmental factors indirectly affect consumer behavior, emphasizing the importance of understanding the role of perceived value as a key mediator in driving effective marketing strategies and fostering consumer engagement.

The observed significant indirect path from Content Personalization (CP) to Consumer Perceived Value (CPV) to Consumer Engagement (CE) ($\beta = 0.25$, $p = 0.008$) illuminates a crucial mechanism within the marketing dynamics of PT. Bentoel Group. This result indicates that the tailored content strategies employed by the company not only directly impact consumer perceived value but also exert a significant indirect influence on consumer engagement. The customization of content, aligned with individual preferences, appears to contribute to the enhanced perceived value of PT. Bentoel Group's offerings, subsequently fostering increased consumer engagement. This finding underscores the pivotal role of content personalization in shaping the overall consumer experience and highlights the cascading effects it can have on key consumer-related outcomes. It reinforces the strategic importance of personalized content in contemporary marketing efforts, emphasizing its potential to not only enhance perceived value but also drive meaningful and engaged interactions with the target audience.

5. Conclusion

In conclusion, the study at PT. Bentoel Group (Asmo Jember) has unveiled insightful findings regarding the intricate dynamics of consumer engagement within the context of marketing campaigns. The direct paths analysis revealed that both Environmental Factors (EF) and Content Personalization (CP) significantly impact Consumer Perceived Value (CPV) and, in turn, Consumer Engagement (CE). Specifically, the tailored content strategies employed by PT. Bentoel Group play a pivotal role in shaping consumer perceptions and driving engagement. While the direct influence of Environmental Factors on Consumer Engagement was not statistically significant, it emphasizes the need for a more nuanced exploration of potential mediating variables. Furthermore, the indirect paths analysis demonstrated that both Environmental Factors and Content Personalization exert a significant indirect influence on Consumer Engagement through the mediating role of Consumer Perceived Value. This underscores the importance of perceived value as a key mechanism through which external and internal factors, as well as personalized content, contribute to consumer engagement. In essence, these findings provide actionable insights for PT. Bentoel Group to optimize its marketing strategies. Emphasizing content personalization and understanding the nuanced impact of environmental factors on perceived value can lead to more effective engagement strategies, ultimately fostering stronger connections with the target audience in the dynamic and competitive market landscape. This study contributes to the evolving field of marketing by offering practical implications that can guide businesses in enhancing consumer engagement and building lasting brand loyalty.

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