



Determinant of Sharing Value and Value Creation and Implications on Sale and Profits

Noor Sembiring*

Universitas Tama Jagakarsa, Jakarta, Indonesia. *Email: hmns13@gmail.com

ABSTRACT

This study aims to (1) Know the influence of good relationships of customers, product attributes, and uniqueness of resources to shift values in the textile industry in West Java. (2) Knowing the influence of good relationships of customers, product attributes, and uniqueness of resources on value creation in the textile industry in West Java. (3) To know the relation between value shift and value creation in textile industry in West Java. (4) To know the effect of value shifts and value creation on sale in Textile industry in West Java. (5) To know the effect of value shifts and value creation on profit in Textile industry in West Java. (6) Knowing the relationship between sales with profit at Textile company in West Java. The method used is descriptive survey method and explanatory survey method, with sample 110 companies. Based on the results of the discussion, then obtained (1) Good relationship of customers, uniqueness of resources, and product attributes have a negative effect is not significant to the shift in value. When viewed partially, the uniqueness of dominant resources affects negatively on customer value shifts. (2) Good relationships of customers, sources of excellence, and product attributes have an effect on value creation. (3) The shift in value has a negative relationship of value creation. (4) The shift in value and value creation affects sales. (5) The shift in value and value creation affects the earnings. (6) Sales have a positive relationship of profit.

Keywords: Good Relationship with Customers, Product Attributes, Resource Uniqueness, Sharing Value, Value Creation, Sales, Profit
JEL Classification: M21, L67, O14

1. INTRODUCTION

In general, Indonesia's economic sectors in quarter III-2009 grew. Compared to the previous quarter, the largest growth occurred in the industrial and agricultural sectors by 7.3%, mainly due to high growth of the estate subsection and clothing industry. Further construction sector grew 5.5%, transportation and communications sector grew 5.1%, mining and quarrying sector grew 5.1%, trade, hotel and restaurant sector 4.6%. The increase in gross domestic product (GDP) compared to the preceding quarter was triggered by an increase in household consumption.

Viewed from the field of business, the industrial and agricultural sectors are still the largest contributing sector or the main sector in the formation of Indonesia's GDP. However, the national textile exports of 12.74% in the first half of 2009, this is a major problem of this study.

The phenomenon of a number of companies reduces volume or stop its business activities is very widespread, not least in West

Java. Even West Java is the hardest hit, given that both foreign and domestic investments are concentrated on the province. Nearly 60% of the processing industry is located in West Java, so the national economy is strongly influenced by the industry's performance in this area.

The role of the textile industry can be seen from its contribution to the added value and the absorption of manpower. From the Manufacturing Industry Directory, it is found that the number of registered textile industry companies in Indonesia is 2,212 which involve 626,720 workers, while the apparel industry is 1,802 with a total workforce of 348,497. Added value of the textile industry is 22.80% and apparel is 5.45%. When viewed from the geographical aspect, the distribution of textile industry is concentrated on West Java (47.34%), while the garment is more concentrated in Jakarta and Bandung Area and 29.11% and 20.1%.

Textile and Textile Products (TPT) is an export commodity of West Java which contributes the most to total non-oil exports. In 1999 the contribution to this commodity exports to total non-oil

and gas exports of West Java that is equal to 58.70%. The export value of TPT West Java up to 1998 has increased but in 1999 until now there is a decline. When compared with 1998, the value of TPT exports in 1999 fell by 4.10%. This resulted in a decrease in TPT commodity contribution to total non-oil and gas exports of West Java at 7.89%.

TPT of West Java which is exported includes five groups; namely fiber, yarn, textile, apparel, and others. When considering the export value of each group, the textile and clothing become very dominant. The export value of fiber, yarn and textile tends to decline. While the value of apparel exports to tend to increase.

TPT of West Java which is exported includes five groups; namely fiber, yarn, textile, apparel, and others. When considering the export value of each group, the textile and clothing become very dominant. The export value of fiber, yarn and textile tends to decline. While the value of apparel exports to tend to increase.

Sales of textiles in West Java began to decline. This is reasonable because the sales results are an important component of the company's performance. If this happens then the company will have difficulty in maintaining and developing internal resources and excellence (uniqueness of resources), this is faced by textile products of West Java. Their resources are relatively less unique and less utilize the uniqueness of the regions in West Java, so compared to the textiles of India and China that have its own characteristics. Similarly, the results of preliminary research (2005) resulted in a significant influence over the uniqueness of resources on sale, so that companies that can not maintain and develop internal resources and superiority threatened bankruptcy. the existence of a TPT company is highly dependent on a number of existing strengths in the market in which the TPT company operates, in particular the power to always have the uniqueness of resources, product superiority, and good customer relations.

The viability of a company depends on its own resources and what strategy is chosen in empowering these unique internal resources to respond to external threats and opportunities (Grönroos & Voima, 2013). Assert that if a company can match its internal resources with its external environmental opportunities, or use them to reduce or eliminate the impact on threats, then the company has achieved strategic feasibility (Sok & O'Cass, 2011). This is very relevant to the effort to maintain and increase the sales (sales) and profit (profit). But at this time after experiencing the 1997 economic crisis as described above, in general Textile companies in West Java experienced a significant decline, even many who closed the business. This is supposedly the low value of the offered product because it can not afford to shift the value and value creation, as the result of preliminary research (2005) that besides the uniqueness of resources, also the shift of value and value creation affects the sales.

The Purchase of Business is to create customers (Grönroos, 2011). Implicit in his word is the importance of maintaining the consumer and enhancing deeper relationships with him. Building relationships of consumers is said to be the most powerful weapon to ensure that consumers will be more loyal and tied to

the company. Here the need for relationship management with consumers (good relationship with customer management), a comprehensive approach to creating, maintaining and improving relationships of consumers. Therefore, the inability of the company to shift the value and value creation generally faced by Textile Industry in West Java are presumably because it lacks to maintain good relationship of the consumers, so as not to build a sense of consumer confidence (trust) and customer commitment to the company (commitment), as the results of preliminary research (2005), that good relationships of customers affect the creation of value and value migration.

On the other hand (Lee et al., 2011) states that the product attribute of a company has four important dimensions: Width (number of product lines), length (number of items from product line), depth (number of each product offered) and consistency (consistency of product with target market, production, distribution and others). The four dimensions of this product become a grip on the preparation of product strategy, so it can fit the needs and desires for consumers. In the textile industry in West Java, the inability of companies to make shifts in value and value creation is also allegedly attributes of products built less in accordance with the needs and desires for consumers. Similarly, preliminary research (2005) results in that product attributes influence the shift in value and value creation.

Companies engaged in TPT commodities in West Java are faced with the problem of maintaining and increasing the sales results. In strategic marketing, failure to maintain and increase sales results (sales) is very disturbing performance of the company. This is reasonable because the sales results are an important component of the company's performance. If this happens then the company will have difficulty in maintaining and developing internal resources and its superiority (uniqueness of resources). Companies that are unable to maintain and develop internal resources and their superiority are threatened with bankruptcy. The existence of a TPT company is highly dependent on a number of existing strengths in the market in which TPT companies operate, in particular the power to always have the uniqueness of resources, product superiority, and good customer relations.

2. LITERATURE REVIEW

2.1. Good Relationship with Customers

The Purchase of Business is to create customers (Huang & Shyu, 2009). Implicit in his word is the importance of maintaining the consumer and enhancing deeper relationships with him. Building relationships of consumers is said to be the most powerful weapon to ensure that consumers will be more loyal and tied to the company. Here the need for relationship management with consumers (good relationship with customer management), a comprehensive approach to creating, maintaining and improving relationships of consumers.

How does a company invest in building loyalty so that costs do not exceed those earned, and need to distinguish five different levels of innovation to build good relationships of customers said by (Brige, 2006) ?

Efforts to create and add value of customers can be poured in a form of customer service (customer service) which is part of the concern for the customer (customer care).

2.2. Product Attribut

Products related to value is a set of benefits offered to consumers to satisfy their needs. In this case, customer satisfaction involves the performance components of the product it buys and its demand or expectations for the product. Satisfaction can also be assessed from consumer value in the form of conformity of benefits obtained by consumers of a product purchased with the cost or sacrifice incurred to obtain the product (Schuitema & de Groot, 2015). Benefits perceived by consumers in terms of functional benefits and emotional benefits. While the costs incurred in the form of money, energy, time and mental. In order to create high consumer values then the company or producer must be able to provide greater benefits of a product it offers than the cost incurred by consumers to obtain the product (Lee et al., 2011).

2.3. Resource Uniqueness

Management needs to identify its unique resources or distinctive capabilities and match them to customer value opportunities. A resource is categorized as distinctive capabilities when superior, elusive, valuable, rare and can be used in various competitive situations (Koehler et al., 2011).

Distinctive capabilities relate to unique and different resources to those of a competitor. Such resources are a source of corporate excellence and effective when it comes to matching consumers' demands. Understand and consider distinctive capabilities and relate them to important consumer demands in formulating marketing strategies (Devries et al., 2014). According to Day (Sok & O'Cass, 2011) a resource is categorized as distinctive capabilities when superior, difficult to imitate and can be used in various competitive situations.

2.4. Value Shift

States that value migration is the process of customers shifting their purchases of products derived from superior products. For example, that includes a shift in value that is the need shift from a manual typewriter to a computer, from books to CD-ROM format, and from film cameras to electronic images. To anticipate a shift in value, the company must implement market driven strategy, so that the needs of consumers in the future will be predicted. Therefore, the shift of customer values can be caused also from the mistake of service to customers and the slow process of product innovation in accordance with the shift of consumer needs (Grönroos & Voima, 2013).

According to them, the value shift occurs to three indicators, namely (1) value inflow, ie how far business is designed to satisfy customer priority, but the company can not afford that. (2) Stability, ie sustainability value owned by a product, so that it can still follow the shift of customer needs, but the company can not afford. (3) Value Outflow, ie the extent to which a company is able to design a business according to the demands of a shift in customer needs, but the company is not responsive to shifting customer comments or failing to serve customers (Ali & Ndubisi, 2011).

2.5. Value Creation

According to (Grönroos, 2011), customer values creation focuses on the customer (customer focus), its core competence in the business domain, and its collaborative network on business partners. This means that a company can create customer value if it is able to always focus on customers, have core competencies, and have business partners in the network collaboration.

While (Grönroos & Ravald, 2011) explain that the value of services (service value) is a "quality & productivity improvement yield higher service quality and lower cost", namely improving the quality and productivity of services that result in higher service quality and lower costs, so based on the above explanation can be understood that the productivity and quality of services which is one element of integrated service management is equal to the value of services (service value).

2.6. Sales

Basically, the result of sales is one of the marketing performance which is the level of work achieved by the company in an operational period compared to the targets, predefined standards and criteria. Meaning of performance according to (Berry & Gresham, 1986) is a work achievement. Understanding work performance according to (Homburg et al., 2014) is the work obtained in carrying out tasks assigned to a person or work unit organization/company. Performance appraisal or work performance can also be used for organization/company. Understanding the performance of management according (Nenonen & Storbacka, 2010) is: "Management performance is the measure of how efficient and effective a manager is - how well he/she determines and achieves objectiveness objectives". That efficiency is the ability to do something that is actually an output concept - input: That is the ability to generate output by utilizing existing inputs that are based on the proper provision for the input to be used efficiently. The effectiveness includes the achievement of predetermined goals (Song & Chen, 2014).

2.7. Profit

The ability of all firms to operate in the long run depends on achieving a reasonable rate of return. Firms that are managed strategically have specific earnings goals, usually expressed in terms of earnings per share (EPS) or return on equity. Procter & Gamble uses EPS in declaring profitability to measure financial performance. By the end of 2005, EPS had \$ 2.84. Berkshire Hathaway also uses EPS to declare profitability (Chakiso, 2015).

(Limakrisna & Yoserizal, 2016) suggest several ways of measuring/evaluating marketing achievement are: Sales analysis, sales performance analysis, marketing cost analysis, contribution margin analysis, net profit margin analysis, customer satisfaction and loyalty, customer education and experience and return on investment analysis. All measurements are used for marketing control. Based on the above description is reflected that net profit margin is one of the marketing objectives and become one of the company's goals (marketing and organizational objective), so in this study profitability is measured by net profit margin, that is the difference between income and cost.

3. RESEARCH DESIGN

The research method used is descriptive survey method and explanatory survey method. The type of investigation used is causality, namely the type of research that states a causal relationship between independent variable to dependent variable. The unit of analysis of this research is an organization that means, Textile companies in West Java are made respondents. Judging from the time horizon, this research is crossing sectional.

The target population of this study is a textile company registered for the Indonesian Textile Association (API) of West Java, measuring 145 and located in Bandung City, Bandung Regency, Cimahi City, Bogor City and Bekasi Regency. So the sample size follows the statistical analysis. Analysis is structural equation modeling (SEM) a week sample size = 4×25 (number of indicators) = 100 companies, but taken 110 to meet SEM analysis tool and filling questionnaire error.

4. FINDINGS

4.1. The Influence of Good Relationships of Customers, Product Attributes, and Uniqueness of Resources on Value Shifts in the Textile Industry in West Java

4.1.1. Good relationship with textile customers in west java

Efforts to create and add value of customers can be poured in a form of customer service (customer service) which is part of the concern for the customer (customer care). In principle, there is no key to providing superior customer service, i.e.,:

1. Ability to understand customer needs and wants. This includes understanding the types of customers.
2. Development of a more accurate database of competitors (including data on the needs and desires of each customer segment as well as changes in competitive conditions). The database is the customer data that the company deems necessary to be fostered into a long-term relationship.
3. Utilization of information obtained from marketing research in a strategic framework. This framework is embodied in the development of relationship marketing.

4.1.2. Attribute of textile products in west java

Basically, refers to activities that ensure that new products or modified products are designed in such a way as to satisfying the wishes and expectations of the customer as well as economically feasible to produce or do. Thus, the quality of the design is of planned quality. The quality of the product design will determine the specifications of the product as well as the basis of decision-making related to market segments, user specifications, and after-sales service. The quality of product designs is generally the responsibility for the Research and development (R & D), process engineering, market research, and other related parts.

Service is something that is given by a party to another party that is basically intangible and does not result in the transfer of ownership).

4.1.3. Unique resources of textile company in west java

Distinctive capabilities relate to unique and different resources to those of a competitor. Such resources are a source of corporate excellence and effective when it comes to matching consumers' demands. Understand and consider distinctive capabilities and relate them to important consumer demands in strategizing marketing. According to Day (Sok & O' Cass, 2011) a resource is categorized as distinctive capabilities when superior, difficult to imitate and can be used in various competitive situations. To test the hypothesis, then based on the results of analysis by using SEM in the overall path structure as follows in Figure 1:

In addition, Based on the results of data analysis using LISREL 8.30, then obtained the size of suitability of the structural model as follows.

Based on the Table 1, all conformity measurements obtained have a good fit conformity suitability index index, thereby being able to proceed with the next analysis.

To measure the influence of relationship of customer, resource uniqueness, and product attribute to shifting to value, an influence analysis between item variable of good relationship with customer, uniqueness of resource, and product attribute with variable shifting value. But because the variable good relationship of the customer, the uniqueness of resources, and product attribute and shifting values is the latent variable, then analyzed the weight of the indicator of the indicators formed based on the results of descriptive analysis above. In the figure it is seen that all the weights of each indicator of good relationship of customers of X1 and X2 have variable error below 50%. As for the uniqueness variables of resources, the indicator weight of X13 s/d X17 all the error variables of each indicator is also below 50%, so it can be analyzed further, as well as product attribute variables from X3 s/d X12.

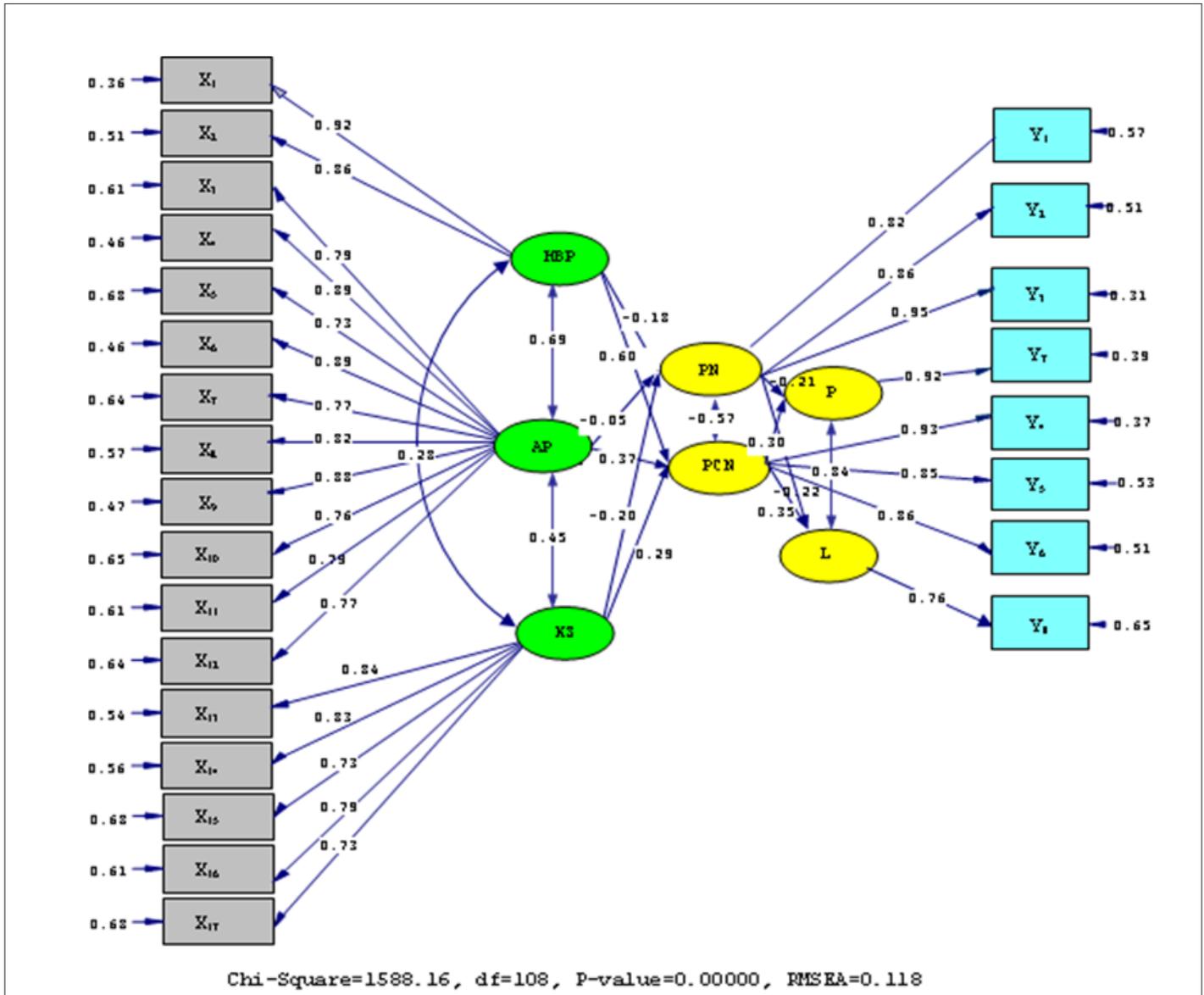
The results of hypothesis testing as shown in Figure 2, found that good relationships of customers, uniqueness of resources, and product attributes have a negative effect is not significant to shift values. When viewed partially, good relationship with customer

Table 1: Measurement of conformity measurement model

Indicator	Expected size	Estimation result	Conclusion
GOF			
Absolute			
fit size			
GFI	GFI>0.90	0.92	Good fit
RMSEA	RMSEA<0.08	0.01	Good fit
Incremental			
fit size			
NNFI	NNFI>0.90	0.93	Good fit
NFI	NFI>0.90	0.93	Good fit
AGFI	AGFI>0.90	0.97	Good fit
RFI	RFI>0.90	0.98	Good fit
IFI	IFI>0.90	0.98	Good fit
CFI	CFI>0.90	0.98	Good fit

Source: Processing Results with LISREL 8.54. Marginal Fit is the conformity condition of the measurement model under the absolute fit size criteria, or incremental fit, but can still be continued on further analysis, as it is close to the criteria of good fit size

Figure 1: Overall structural equation model



negatively influences insignificantly (sig. Level > 0.05) to shift to value equal to -0.12 , whereas uniqueness of resource has significant negative effect (sig. Level < 0.05) to shift to value equal to -0.20 , and the product attribute has negatively insignificant effect (sig. Level > 0.05) to the value shift of -0.05 , but when viewed partially the uniqueness of dominant resources negatively affects the shift of customer values. Therefore, the shift in customer values will decrease when textile companies in West Java have unique resources, so that customers will not move to other textile products or from other countries, if the textile companies in West Java are able to maintain the unique characteristics of its products and sources other power.

Uncles et al., 2013) states that value migration is the process of customers shifting their purchases of products generated by outsourcing business designs to superior ones that offer superior values. Value shifts occur to three indicators, namely (1) value inflow, ie how far business is designed to satisfy customer priorities, but the company can not afford that. (2) Stability, ie

sustainability value owned by a product, so that it can still follow the shift of customer needs, but the company can not afford. (3) Value Outflow, ie the extent to which a company is able to design a business according to the demands of a shift in customer needs, but the company is not responsive to shifting customer comments or failing to serve customers.

4.2. The Influence of Good Relationships with Customers, Product Attributes, and Unique Resources on Value Creation in the Textile Industry in West Java

Good customer relationships, a source of excellence, and product attribute have an effect on value creation. When viewed in partial, it turns out good relationship of the customer significantly (sig.level $0.00 < 0.05$) to the creation value of 0.60 , while the product attribute significantly (sig.level $0.00 < 0.05$) to the creation value of 0.37 , likewise the uniqueness resources influence the value creation of 0.29 , so it can be concluded that good relationships with customers, product attributes, and uniqueness of resources affect value creation, but when viewed

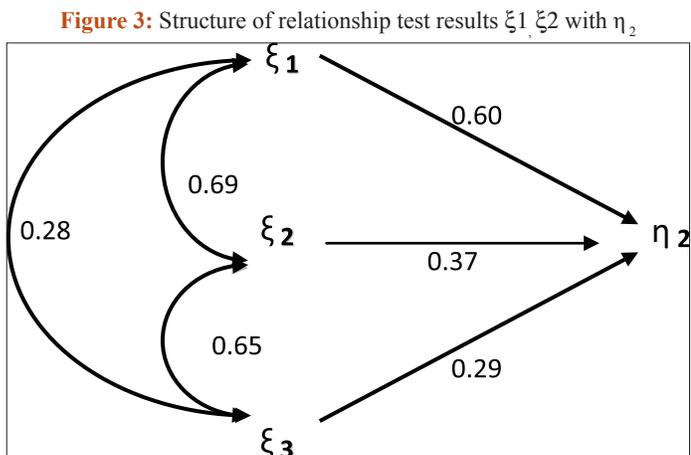
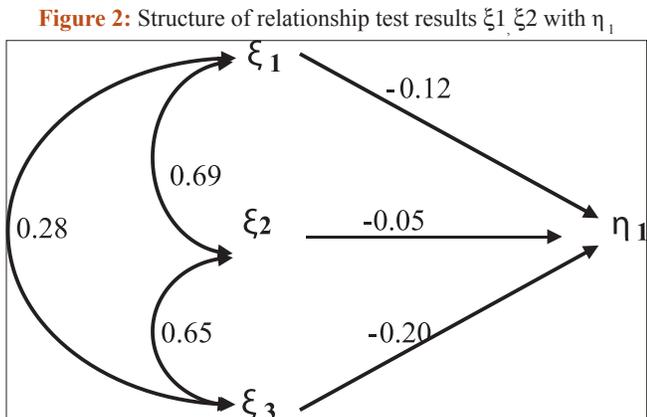
partially, good relationships with dominant customers affect value creation (Figure 3).

4.3. The Relationship between Value Shifts and Value Creation in the Textile Industry in West Java

Based on the results of hypothesis testing as shown in Figure 4 as follows:

The value shift has a negative relationship (sig.level $0.00 < 0.05$) with the creation of value of -0.57 , meaning that the higher the value of existing customers in Tekstil, the less value creation of its products by textile companies in West Java. This shows that if value creation is not done, then consumers will move on products that they think have a higher value than textile products offered by textile companies in West Java.

The results of this study support the theory put forward by (Book et al., 2014) states that value migration is the process of customers shifting their purchasing away from products generated by outsourcing business design to new ones that offer superior values. In theory it is mentioned that the shift of value occurs when the consumer has found a replacement product that they consider more valuable than the previous product that they bought, because the previous product is less valuing creation, so that other companies respond more shifting demands of customers and able to create value for customers those that suit the customer's taste.



4.4. The Effect of Value Shift and Value Creation on Sales in Textile Industry in West Java

Based on the results of hypothesis testing as shown in Figure 5 as follows:

Based on the picture above, it turns out the shift in value and value creation affect sales. However, when viewed partially, the shift of value is significantly negative (sig.level $0.00 < 0.05$) to sales, that is equal to -0.21 , while the value creation positively affects the sales of 0.30 , this indicates that if there is a shift in value, decline, but if the company does value creation, then sales will increase.

The results from supporting the theory put forward by (Bettencourt et al., 2014), states that the shift of values occurs to three indicators, namely (1) value inflow, ie how far business is designed to satisfy customer priorities, but the company can not afford that. (2) Stability, ie sustainability value owned by a product, so that it can still follow the shift of customer needs, but the company can not afford. (3) Value Outflow, ie the extent to which a company is able to design a business according to the demands of a shift in customer needs, but the company is not responsive to shifting customer comments or failing to serve customers.

4.5. The Effect of Value Shifts and Value Creation on profit in Textile Industry in West Java

Based on the results of hypothesis testing as shown in Figure 6 as follows:

Based on the picture above, it turns out the shift in value and value creation affect the earnings. When viewed partially, the shift of negative value significantly (sig.level $0.00 < 0.05$) to profit, that is equal to -0.22 , whereas value creation has a positive effect on profit of 0.35 , this indicates that profits will increase if the company is able to do to value creation and able to anticipate shifting values.

The results of this study support the previous theory of (Cabiddu et al., 2013), states, value creation is how can a company efficiently creates more promising new value offering? According to (Grönroos & Voima, 2013), customer values creation focuses on the customer (customer focus), its core competence in the business domain, and its collaborative network on business partners. This means that a company can create customer value if it is able to always focus on customers, have core competencies, and have business partners with its collaboration network, so as to be able to have superior positional and superior organizational performance, and ultimately increase the company's profit.

4.6. Sales Relationship with Profit on Textile Industry in West Java

Based on the results of hypothesis testing as shown in Figure 7 as follows:

Sales have a positive relationship (sig.level $0.00 < 0.05$) with a profit of 0.84 , meaning that the higher sales of Tekstil products, the higher the profits earned by textile companies in West Java. This shows that the specified sales price is greater than the cost of production and other costs, resulting in profit, because the profit is the difference between the selling price and the cost incurred to make/hold the product.

Figure 4: Relationship between shifting value with value creation

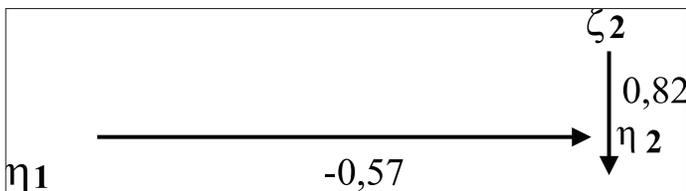


Figure 5: Structure of relationship test results η1, η2 with h3

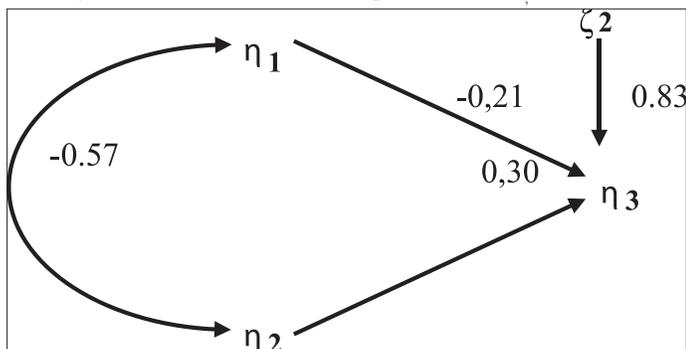


Figure 6: Structure of relationship test results η1, η2 with h4

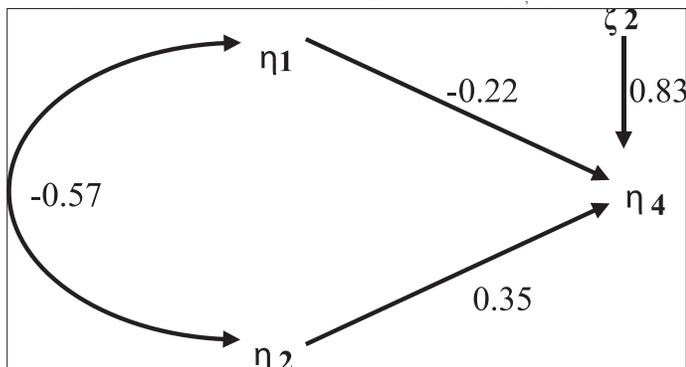
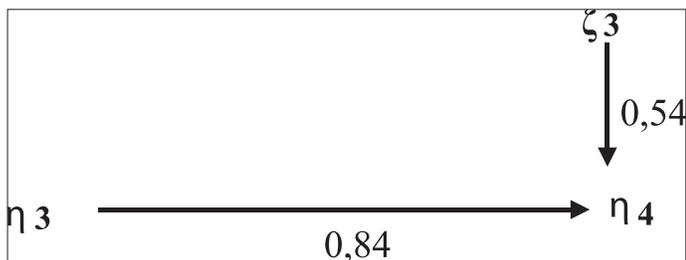


Figure 7: Relationship between sales and profit



5. CONCLUSIONS

Based on the results of data analysis and discussion that has been done, the conclusion:

1. Good relationships of customers, uniqueness of resources, and product attributes have no significant negative effect on value shifts. When viewed partially, the uniqueness of dominant resources affects negatively on customer value shifts.
2. Good customer relationships, a source of excellence, and product attribute have an effect on value creation. When viewed in partial, it turns out that good relationships of

dominant customers affect the creation of value.

3. The shift in value has a negative relationship of value creation, meaning that the higher the value of existing shifts in the Tektıl consumer, the less value creation of its products by the textile companies in West Java.
4. The shift in value and value creation affects sales. But when viewed partially, the shift of value is significantly negative to sales, while value creation positively affects sales, it shows that if there is a shift in value, then sales will decrease, but if the company does value creation, then sales will increase.
5. The shift in value and value creation affects the earnings. When viewed partially, the shift in value negatively affects significantly on profit, while value creation positively affects earnings, it indicates that profits will increase if firms are able to create value and are able to anticipate value shifts.
6. Sales have a positive relationship of profit, which means that the higher sales of Tektıl products, the higher the profits earned by textile companies in West Java. This shows that the specified sales price is greater than the cost of production and other costs, resulting in profit, because the profit is the difference between the selling price and the cost incurred to make/hold the product.

REFERENCES

Ali, S.H.S., Ndubisi, N.O. (2011), The effects of respect and rapport on relationship quality perception of customers of small healthcare firms. *Asia Pacific Journal of Marketing and Logistics*, 23(2), 135-151.

Berry, L.L., Gresham, L.G. (1986), Relationship retailing: Transforming customers into clients. *Business Horizons*, 29(6), 43-47.

Bettencourt, L.A., Lusch, R.F., Vargo, S.L. (2014), A service lens on value creation. *California Management Review*, 57(1), 44-66.

Book, M., Grapenthin, S., Gruhn, V. (2014), Value-based migration of legacy data structures. In *Lecture Notes in Business Information Processing*. Vol. 166. Cham: LNBIP. p115-134.

Brige, A. (2006), Building relationship with customers by using technological solutions in commercial banks of Latvia. *Baltic Journal of Management*, 1(1), 24-33.

Cabiddu, F., Lui, T.W., Piccoli, G. (2013), Managing value co-creation in the tourism industry. *Annals of Tourism Research*, 42, 86-107.

Chakiso, C.B. (2015), The effect of relationship marketing on customers' loyalty (Evidence from Zemen Bank). *EMAJ: Emerging Markets Journal*, 5(2), 58-70.

Devries, E., Francalanza, A., Hennessy, M. (2014), Uniqueness typing for resource management in message-passing concurrency. *Journal of Logic and Computation*, 24(3), 531-556.

Grönroos, C. (2011), Value co-creation in service logic: A critical analysis. *Marketing Theory*, 11(3), 279-301.

Grönroos, C., Raval, A. (2011), Service as business logic: Implications for value creation and marketing. *Journal of Service Management*, 22(1), 5-22.

Grönroos, C., Voima, P. (2013), Critical service logic: Making sense of value creation and co-creation. *Journal of the Academy of Marketing Science*, 41(2), 133-150.

Homburg, C., Wilczek, H., Hahn, A. (2014), Looking beyond the horizon: How to approach the customers' customers in business-to-business markets. *Journal of Marketing*, 78(5), 58-77.

Huang, J., Shyu, S.H. (2009), Building personalised relationships with customers via emails. *Total Quality Management*, 20(6), 585-601.

- Koehler, R., Issac, H., Cloonan, N., Grimmond, S.M. (2011), The uniqueome: A mappability resource for short-tag sequencing. *Bioinformatics*, 27(2), 272-274.
- Lee, S., Ha, S., Widdows, R. (2011), Consumer responses to high-technology products: Product attributes, cognition, and emotions. *Journal of Business Research*, 64(11), 1195-1200.
- Limakrisna, N., Yoserizal, S. (2016), Determinants of marketing performance: Empirical study at National Commercial Bank in Jakarta Indonesia. *Springer Plus*, 5(1), 1-9.
- Nenonen, S., Storbacka, K. (2010), Business model design: Conceptualizing networked value cocreation. *International Journal of Quality and Service Sciences*, 2(1), 43-59.
- Schuitema, G., de Groot, J.I.M. (2015), Green consumerism: The influence of product attributes and values on purchasing intentions. *Journal of Consumer Behaviour*, 14(1), 57-69.
- Sok, P., O'Cass, A. (2011), Achieving superior innovation-based performance outcomes in SMEs through innovation resource-capability complementarity. *Industrial Marketing Management*, 40(8), 1285-1293.
- Song, M., Chen, Y. (2014), Organizational attributes, market growth, and product innovation. *Journal of Product Innovation Management*, 31(6), 1312-1329.
- Uncles, M.D., East, R., Lomax, W. (2013), Good customers: The value of customers by mode of acquisition. *Australasian Marketing Journal*, 21(2), 119-125.