International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

# Value Co-Creation And Social Media Marketing Influencing Purchase Decisions Through Brand Experience In Purbalingga Pineapple Agribusiness

**Ayu Sitanini[1]*, Hana Afifah[2]**

[1,2]*Agribisnis, Fakultas Sains dan Teknik, Universitas Perwira Purbalingga, Indonesia

**Abstract**

*This study examines the effects of value co-creation and social media marketing on purchase decisions through brand experience in the context of pineapple agribusiness in Purbalingga. Grounded in Value Co-Creation Theory, the study proposes that collaborative customer participation and interactive digital marketing create memorable brand experiences that subsequently influence consumers' purchasing decisions. A quantitative survey was conducted among consumers who had purchased pineapple products from local MSMEs, and the collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that value co-creation and social media marketing significantly enhance brand experience. Brand experience also has a significant positive effect on purchase decisions and serves as a complementary partial mediator between both independent variables and purchase decisions. The results indicate that consumers are more likely to purchase pineapple products when they actively engage with producers and develop positive experiences through digital interactions. These findings extend Value Co-Creation Theory by demonstrating the important role of brand experience in translating collaborative interactions into consumer purchasing behavior. From a managerial perspective, pineapple MSMEs should strengthen customer participation and utilize social media as an interactive communication platform to create memorable experiences, improve customer relationships, and enhance purchase decisions in increasingly competitive agribusiness markets.*

**Keywords: Brand experience; Purchase decisions; Social media marketing; Value co-creation**



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

## INTRODUCTION

The rapid expansion of digital technology has transformed the marketing landscape across various industries, including agribusiness, by shifting business strategies from transactional exchanges toward interactive customer engagement. Agricultural producers are no longer expected to compete solely through product quality and competitive pricing, but also through their ability to establish meaningful relationships with consumers across digital platforms. This transformation has increased the importance of value co-creation, which enables customers to actively participate in creating product value through communication, feedback, and collaborative interactions (Hussain et al., 2022). In addition, social media has become an essential marketing channel that facilitates real-time communication and strengthens customer engagement throughout the purchasing journey. Firms capable of integrating social media marketing with customer participation are more likely to create memorable experiences that positively shape consumer behavior (Changani & Kumar, 2026). Despite these developments, many local agribusiness enterprises continue to rely on conventional marketing practices, limiting their ability to create stronger customer relationships and sustainable competitive advantages.

Purbalingga Regency possesses considerable potential for pineapple agribusiness due to its favorable agricultural conditions and increasing production of fresh and processed pineapple products. Nevertheless, the commercialization of pineapple products remains largely dependent on traditional distribution channels, while digital marketing utilization is still relatively limited among local producers. Modern consumers increasingly search for product information, compare alternatives, and evaluate brand credibility through social media before making purchasing decisions. As a result, consumers expect brands to provide interactive communication and personalized experiences rather than simply offering product information. Recent evidence suggests that social media interactions encourage customer participation in value creation and improve relationship quality within agri-food marketing systems (Solís-Rivera & Royo-Vela, 2025). Furthermore, collaborative value creation has become an important mechanism for strengthening long-term customer relationships and enhancing business performance within agricultural markets.

Although previous studies have extensively investigated value co-creation, social media marketing, and consumer behavior, empirical findings remain fragmented across different industrial contexts. Most existing studies have focused on tourism, hospitality, retail, and e-commerce sectors, while agribusiness has received considerably less


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

scholarly attention despite its growing contribution to regional economic development. For example, Changani and Kumar (2026) demonstrated that social media marketing significantly enhances customer experience and stimulates value co-creation within the cosmetics industry. However, their study did not examine agricultural products, where purchasing decisions are influenced by product authenticity, producer credibility, and local identity. Likewise, recent studies in agri-food marketing have primarily emphasized business-to-business relationship quality rather than examining how consumers' brand experiences mediate the effects of collaborative marketing strategies on purchase decisions (Solís-Rivera & Royo-Vela, 2025). Therefore, an important research gap remains regarding the mediating role of brand experience in explaining how value co-creation and social media marketing influence consumers' purchase decisions within regional pineapple agribusiness.

This study is primarily grounded in Value Co-Creation Theory, which explains that value is jointly created through continuous interactions between firms and customers rather than being produced exclusively by organizations. The theory emphasizes that customers are active resource integrators whose knowledge, experiences, and participation contribute to value creation throughout the consumption process. Unlike broader marketing theories, Value Co-Creation Theory specifically explains how collaborative interactions generate superior customer experiences that influence subsequent behavioral responses. Recent conceptual developments have reinforced that value is co-created through multiple actors within service ecosystems, making customer participation a fundamental element of contemporary marketing strategies (Vargo & Lusch, 2016). Moreover, the theory has been increasingly applied to explain customer engagement, brand interaction, and experience formation in digital environments where social media facilitates continuous dialogue between businesses and consumers (Brodie et al., 2023). Therefore, Value Co-Creation Theory provides the most appropriate theoretical foundation for explaining how value co-creation and social media marketing shape brand experience and ultimately influence purchase decisions in pineapple agribusiness.

The urgency of this research is closely associated with the growing need for local agribusiness enterprises to strengthen their competitiveness in increasingly digitalized markets. Although social media platforms have become affordable marketing tools for small businesses, many agricultural producers still use them primarily for one-way promotion rather than interactive customer engagement. Such practices reduce opportunities to build memorable brand experiences that encourage consumers to


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

develop stronger emotional connections with agricultural products. Research has shown that customer experience extends beyond product consumption and is influenced by every interaction that consumers have with a brand throughout their purchase journey (Lemon & Verhoef, 2016). Furthermore, value co-creation has been recognized as an effective strategy for transforming customer interactions into long-term competitive advantages by enhancing engagement and relationship quality across digital platforms (Leclercq et al., 2016). Consequently, understanding these relationships has become increasingly important for improving the marketing performance of regional agribusiness products.

Another important reason for conducting this research is the increasing competition faced by pineapple agribusiness enterprises from both domestic and imported products, requiring producers to differentiate themselves through superior customer experiences rather than relying solely on product characteristics. Consumers are increasingly attracted to brands that encourage participation, transparency, and authentic communication, all of which can be facilitated through effective social media marketing. At the same time, value co-creation enables businesses to involve customers in developing products, sharing experiences, and creating meaningful interactions that strengthen brand perceptions. Previous studies suggest that collaborative brand engagement contributes significantly to the development of favorable brand experiences and stronger consumer relationships (Ramaswamy & Ozcan, 2016). Similarly, research on customer experience highlights that experiential interactions become an essential determinant of consumers' purchasing behavior in highly competitive digital marketplaces (Lemon & Verhoef, 2016). These circumstances demonstrate that integrating collaborative marketing strategies with experiential branding is becoming increasingly essential for sustaining regional agribusiness competitiveness.

Based on these considerations, this study aims to examine the influence of Value Co-Creation and Social Media Marketing on Purchase Decisions through the mediating role of Brand Experience in the context of Purbalingga pineapple agribusiness. Specifically, the study investigates the direct effects of value co-creation and social media marketing on brand experience and purchase decisions while simultaneously examining whether brand experience functions as a significant mediating mechanism. By applying Value Co-Creation Theory to a regional agribusiness context, this research seeks to extend existing marketing literature beyond industries that have traditionally dominated customer experience research. The findings are expected to enrich theoretical understanding regarding collaborative marketing and experiential consumption while


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

providing practical recommendations for pineapple producers and agribusiness MSMEs to design more customer-oriented digital marketing strategies. Ultimately, the study contributes to the development of sustainable agribusiness marketing by emphasizing the importance of customer participation and interactive digital communication in shaping purchase decisions.

## LITERATURE REVIEW

### Value Co-Creation Theory

Value Co-Creation Theory explains that value is not generated solely by firms but is jointly created through continuous interactions between businesses and customers. The theory originated from the service-centered perspective, which argues that customers are active participants who integrate their knowledge, experiences, and resources throughout the consumption process rather than merely receiving value from producers. This perspective shifts the traditional marketing paradigm from value delivery to collaborative value creation, emphasizing that meaningful interactions produce superior customer outcomes. According to Stephen L. Vargo and Robert F. Lusch (2016), value emerges through resource integration and service exchange among multiple actors within a service ecosystem. Similarly, recent studies have confirmed that value co-creation strengthens customer engagement, relationship quality, and consumers' behavioral intentions by facilitating interactive communication between firms and customers (Nadeem et al., 2022). Consequently, Value Co-Creation Theory has become one of the most influential theoretical foundations for understanding customer participation in contemporary marketing.

The application of Value Co-Creation Theory has expanded considerably with the rapid development of digital technologies and social media platforms. Digital environments enable customers to interact directly with firms by sharing opinions, providing feedback, creating content, and participating in product-related discussions, thereby increasing opportunities for collaborative value creation. These interactions not only improve functional value but also create emotional and experiential value that shapes consumers' evaluations of brands. Research by Awan et al. (2022) demonstrated that social media communication facilitates value co-creation by enhancing customers' online experiences and overall well-being. Likewise, Nadeem et al. (2022) reported that customer engagement within social commerce environments significantly strengthens brand relationships through value co-creation mechanisms. Therefore, Value Co-Creation Theory provides an appropriate theoretical lens for explaining how value co-


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

creation and social media marketing enhance brand experience and subsequently influence consumers' purchase decisions in the context of pineapple agribusiness.

**Value Co-Creation**

Value co-creation refers to a collaborative process in which firms and customers jointly generate value through active participation, knowledge exchange, and interactive experiences. Rather than viewing consumers as passive recipients of products, this concept recognizes them as resource integrators who contribute ideas, preferences, and experiences that enhance the overall value proposition. In digital marketing environments, value co-creation occurs through activities such as customer feedback, online reviews, product customization, and interactions on social media platforms. Recent evidence suggests that customer participation significantly enhances perceived value and strengthens consumers' emotional attachment toward brands (Awan et al., 2022). Similarly, Nadeem et al. (2022) found that collaborative interactions within digital platforms positively influence customer engagement and relationship performance by creating mutually beneficial experiences. Consequently, value co-creation has become an essential marketing capability for firms seeking to establish sustainable competitive advantages in increasingly interactive markets.

Within pineapple agribusiness, value co-creation enables producers and consumers to establish closer relationships by encouraging active customer participation throughout the purchasing journey. Consumers who are involved in product development, promotional campaigns, or digital storytelling are more likely to perceive stronger emotional connections with agricultural brands than those exposed only to conventional promotional activities. Such collaborative interactions enrich customers' sensory, emotional, and cognitive experiences, thereby strengthening overall brand experience. Akoglu and Özbek (2022) argued that positive brand experiences significantly improve consumers' evaluations of product quality and trust, ultimately reinforcing favorable behavioral responses. Furthermore, Busser and Shulga (2019) emphasized that value co-creation generates multidimensional value capable of improving customer satisfaction and long-term relationships. Based on these theoretical and empirical arguments, greater customer participation in value co-creation is expected to create stronger brand experiences among consumers of pineapple agribusiness products.

H1: Value Co-Creation has a positive effect on Brand Experience.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

**Social Media Marketing**

Social media marketing refers to the strategic use of social media platforms to create, communicate, and deliver value while fostering long-term relationships between firms and consumers. Unlike traditional marketing channels, social media enables two-way communication, allowing consumers to interact directly with brands through comments, reviews, content sharing, and online discussions. These interactive features encourage customers to become active participants in marketing activities rather than passive audiences. Recent studies indicate that effective social media marketing significantly enhances customer engagement and strengthens consumers' perceptions of brand value by providing timely, relevant, and personalized content (Yadav & Rahman, 2018). Likewise, Nadeem et al. (2022) found that social media interactions positively influence customer engagement and relationship performance by facilitating collaborative experiences between firms and consumers. Therefore, social media marketing has become a critical marketing capability for businesses seeking to strengthen customer relationships in highly competitive digital markets.

Within the context of pineapple agribusiness, social media marketing provides local producers with opportunities to communicate product uniqueness, production processes, and regional identity to a broader audience. Interactive content such as customer testimonials, educational videos, product stories, and behind-the-scenes activities can strengthen consumers' emotional connections with agricultural brands. These interactions create favorable impressions that extend beyond functional product attributes and contribute to richer brand experiences. Awan et al. (2022) reported that social media communication improves customers' online experiences by encouraging participation and collaborative value creation throughout the consumption process. Furthermore, Cheung et al. (2021) emphasized that meaningful social media interactions positively influence customer engagement and behavioral responses by enhancing perceived value and trust. Accordingly, firms that implement effective social media marketing strategies are expected to generate stronger brand experiences among consumers.

H2: Social Media Marketing has a positive effect on Brand Experience.

**Brand Experience**

Brand experience refers to consumers' internal responses arising from direct and indirect interactions with a brand, encompassing sensory, affective, intellectual, and behavioral dimensions. These experiences are formed throughout the customer journey,


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

including exposure to marketing communications, product usage, digital interactions, and post-purchase engagement. Unlike customer satisfaction, which primarily reflects evaluative judgments after consumption, brand experience captures the holistic impressions that consumers develop through multiple touchpoints with a brand. Brakus et al. (2009) conceptualized brand experience as a multidimensional construct that shapes consumers' perceptions, emotions, and behavioral responses toward brands. More recently, Akoglu and Özbek (2022) demonstrated that positive brand experiences significantly strengthen perceived quality and brand trust, ultimately leading to greater customer loyalty. These findings suggest that brand experience represents an important psychological mechanism through which marketing activities influence consumer behavior.

From the perspective of Value Co-Creation Theory, brand experience serves as the outcome of collaborative interactions between firms and customers while simultaneously functioning as a mechanism that translates marketing activities into purchase behavior. Consumers who actively participate in value co-creation activities and interact frequently with brands through social media are more likely to develop memorable experiences that reinforce favorable purchasing evaluations. In agribusiness, interactive digital communication enables consumers to appreciate product authenticity, local identity, and production transparency, thereby creating stronger experiential value than conventional promotional approaches. Lemon and Verhoef (2016) argued that customer experience across multiple touchpoints has become a key determinant of consumer decision-making in increasingly competitive markets. Similarly, Nadeem et al. (2022) found that customer engagement generated through digital interactions enhances relationship performance by creating superior brand experiences. Therefore, brand experience is expected to directly influence purchase decisions while simultaneously mediating the effects of value co-creation and social media marketing on consumers' purchasing behavior.

H3: Brand Experience has a positive effect on Purchase Decision.

H6: Brand Experience mediates the relationship between Value Co-Creation and Purchase Decision.

H7: Brand Experience mediates the relationship between Social Media Marketing and Purchase Decision.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

**Purchase Decision**

Purchase decision refers to the process through which consumers evaluate available alternatives and ultimately choose to buy a particular product or service. This process is influenced by both rational considerations, such as product quality and price, and psychological factors, including emotions, trust, and previous experiences with a brand. In today's digital marketplace, consumers increasingly rely on information obtained from social media, online reviews, and brand interactions before making purchasing decisions. These digital touchpoints reduce information asymmetry and enable consumers to develop stronger confidence in their product choices. According to Philip Kotler and Kevin Lane Keller (2016), purchase decisions are shaped by a combination of marketing stimuli and consumer perceptions developed throughout the buying process. Likewise, Lemon and Verhoef (2016) emphasized that positive customer experiences across multiple touchpoints significantly increase consumers' willingness to purchase and maintain long-term relationships with brands.

Within pineapple agribusiness, purchase decisions are increasingly determined by consumers' perceptions of authenticity, product uniqueness, and the quality of interactions established with producers through digital platforms. Consumers who experience meaningful engagement through value co-creation and social media marketing are more likely to develop favorable evaluations of agricultural products and subsequently decide to purchase them. Brand experience serves as an important psychological mechanism because memorable interactions strengthen emotional attachment and reduce consumers' perceived purchasing risks. Akoglu and Özbek (2022) demonstrated that positive brand experiences significantly improve consumers' trust and perceived quality, which subsequently influence behavioral outcomes. Furthermore, Hussain et al. (2022) reported that value co-creation activities generated through social media significantly encourage consumers' purchase intentions by enhancing perceived value and customer engagement. Therefore, purchase decisions in pineapple agribusiness are expected to be strengthened through collaborative marketing activities that create superior brand experiences and lasting customer relationships.

H4: Value Co-Creation has a positive effect on Purchase Decision.

H5: Social Media Marketing has a positive effect on Purchase Decision.



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

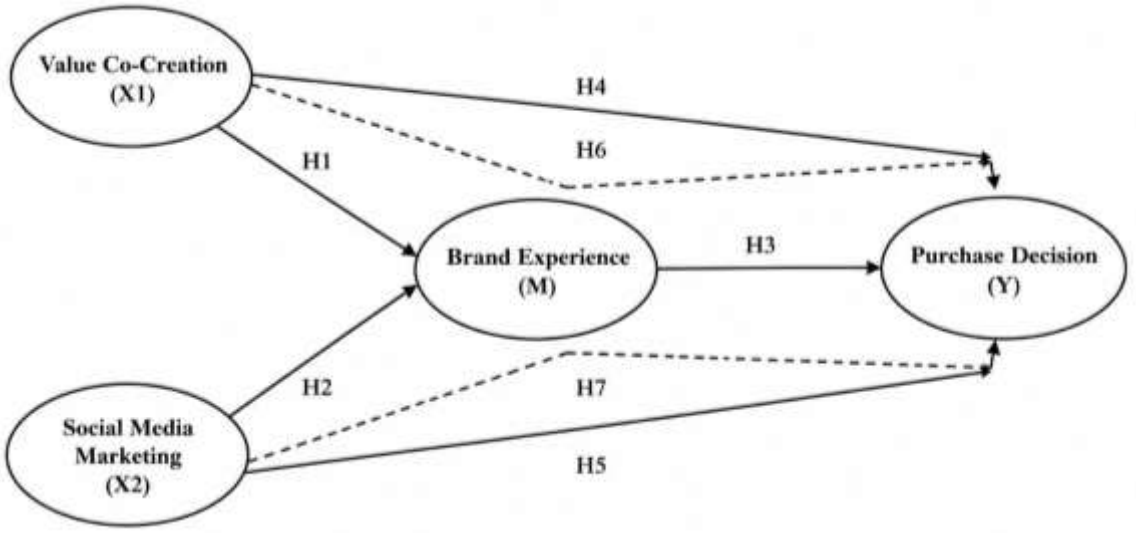



Figure 1. Research Model

## METHOD

### Research Design

This study employs a quantitative research approach using a cross-sectional survey design to investigate the relationships among value co-creation, social media marketing, brand experience, and purchase decisions. The unit of analysis comprises consumers who have purchased pineapple products from MSMEs operating in the Purbalingga pineapple agribusiness sector. The research focuses on pineapple-based agribusiness because the commodity represents one of the region's leading agricultural products with growing market potential through digital marketing channels. Data are collected using structured questionnaires distributed both online and offline to consumers who have experience purchasing pineapple products. A cross-sectional design is considered appropriate because it enables the examination of consumer perceptions regarding marketing activities, brand experiences, and purchasing decisions at a single point in time.

### Population and Sample

The population of this study consists of consumers who have purchased pineapple products from MSMEs engaged in pineapple agribusiness in Purbalingga Regency. Since the exact number of consumers cannot be accurately identified, the population is considered unknown. Therefore, the minimum sample size is determined using the Hair


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

et al. (2022) recommendation for PLS-SEM, which suggests a minimum of ten observations for each indicator used in the research model. Given that this study employs 22 measurement indicators, the minimum sample required is 220 respondents. To improve statistical power and increase the robustness of the analysis, this study targets 300 respondents. Purposive sampling is applied with the following criteria:

Respondents have purchased pineapple products produced by MSMEs in Purbalingga.

1. Respondents are at least 17 years old.
2. Respondents have purchased the products within the last twelve months.
3. Respondents have accessed product information through social media before making their purchase decision.

This sampling strategy ensures that respondents possess sufficient purchasing experience to evaluate the constructs investigated in this study.

**Data Collection Procedure**

Primary data are collected using a structured questionnaire designed with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consists of two sections, including respondents' demographic characteristics and measurement items representing each research construct. Before the main survey, a pilot study involving 30 respondents is conducted to assess the clarity, validity, and reliability of the questionnaire. The final survey is administered over approximately four weeks through direct distribution at pineapple MSMEs, agricultural exhibitions, and online platforms such as WhatsApp and Google Forms. Combining offline and online distribution methods is expected to increase response rates while minimizing non-response bias.

**Data Analysis Technique**

The collected data are analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. PLS-SEM is selected because it is suitable for predictive research models involving multiple latent variables and mediation effects. The analysis consists of two stages: measurement model evaluation and structural model assessment. The measurement model is evaluated through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Subsequently, the structural model is examined by assessing the coefficient of determination ($R^2$), predictive relevance ($Q^2$), effect size ($f^2$), multicollinearity, and


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

hypothesis testing. The significance of direct and indirect effects is evaluated using the bootstrapping procedure with 5,000 resamples, employing a significance level of 0.05. This analytical approach provides robust parameter estimation and is appropriate for examining mediation relationships within relatively complex research models.

## RESULT AND DISCUSSION

### RESULT

### Respondent Profile

A total of 300 valid questionnaires were collected and included in the final analysis, resulting in a response rate of 93.8%. The respondents consisted of consumers who had purchased pineapple products from MSMEs operating in Purbalingga Regency within the previous twelve months. Female respondents accounted for 56.0% (n = 168) of the sample, while 44.0% (n = 132) were male. Regarding age distribution, most respondents were between 21–30 years old (38.7%), followed by 31–40 years (28.3%), 41–50 years (18.0%), ≤20 years (8.3%), and above 50 years (6.7%). Most respondents held a bachelor's degree (47.7%), followed by senior high school (31.3%), diploma (12.3%), and postgraduate education (8.7%). Furthermore, approximately 72.0% of respondents reported that they had discovered pineapple products through social media platforms before making their purchase decisions.

**Table 1. Respondent Characteristics**

| Characteristics | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 132 | 44.0 |
| | Female | 168 | 56.0 |
| Age | ≤20 years | 25 | 8.3 |
| | 21–30 years | 116 | 38.7 |
| | 31–40 years | 85 | 28.3 |
| | 41–50 years | 54 | 18.0 |
| | >50 years | 20 | 6.7 |
| Education | Senior High School | 94 | 31.3 |



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

| Characteristics | Category | Frequency | Percentage (%) |
|---|---|---|---|
| | Diploma | 37 | 12.3 |
| | Bachelor's Degree | 143 | 47.7 |
| | Postgraduate | 26 | 8.7 |
| Purchase Frequency | 1–2 times | 128 | 42.7 |
| | 3–5 times | 112 | 37.3 |
| | >5 times | 60 | 20.0 |

The demographic profile indicates that the respondents adequately represent digitally engaged consumers who are familiar with pineapple products marketed through social media. Therefore, the collected data are considered appropriate for examining the relationships among value co-creation, social media marketing, brand experience, and purchase decisions.

**Measurement Model Evaluation**

**Convergent Validity**

Convergent validity was assessed by examining the outer loading values and Average Variance Extracted (AVE). Following the recommendation of Hair et al. (2022), indicator loadings above 0.70 indicate satisfactory indicator reliability, while AVE values exceeding 0.50 demonstrate adequate convergent validity. As presented in Table 2, all indicators exhibited standardized loadings ranging from 0.746 to 0.913, exceeding the recommended threshold. Likewise, all constructs achieved AVE values between 0.647 and 0.753, indicating that each latent construct explained more than half of the variance of its indicators. These findings confirm that all measurement items adequately represent their respective latent constructs.

**Table 2. Convergent Validity**

| Construct | Indicator | Loading |
|---|---|---|
| Value Co-Creation | VCC1 | 0.846 |
| | VCC2 | 0.873 |



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

| Construct | Indicator | Loading |
|---|---|---|
| | VCC3 | 0.884 |
| | VCC4 | 0.817 |
| | VCC5 | 0.803 |
| Social Media Marketing | SMM1 | 0.879 |
| | SMM2 | 0.891 |
| | SMM3 | 0.907 |
| | SMM4 | 0.842 |
| | SMM5 | 0.831 |
| Brand Experience | BE1 | 0.791 |
| | BE2 | 0.824 |
| | BE3 | 0.846 |
| | BE4 | 0.889 |
| | BE5 | 0.913 |
| | BE6 | 0.886 |
| Purchase Decision | PD1 | 0.815 |
| | PD2 | 0.842 |
| | PD3 | 0.878 |
| | PD4 | 0.906 |
| | PD5 | 0.864 |
| | PD6 | 0.746 |

**Table 3. Average Variance Extracted (AVE)**

| Construct | AVE |
|---|---|
| Value Co-Creation | 0.701 |
| Social Media Marketing | 0.753 |
| Brand Experience | 0.712 |
| Purchase Decision | 0.647 |



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The results demonstrate that all constructs satisfy the recommended convergent validity criteria. Consequently, the indicators are considered suitable for further structural model evaluation.

**Reliability Analysis**

Reliability was evaluated using Cronbach's Alpha (CA), Composite Reliability (CR), and rho_A. According to Hair et al. (2022), values above 0.70 indicate satisfactory internal consistency reliability. As shown in Table 4, all constructs achieved Cronbach's Alpha values ranging from 0.893 to 0.931, Composite Reliability values between 0.919 and 0.944, and rho_A values exceeding 0.89. These findings indicate that all constructs possess excellent internal consistency and reliability.

**Table 4. Reliability Statistics**

| Construct | Cronbach's Alpha | rho_A | Composite Reliability |
|---|---|---|---|
| Value Co-Creation | 0.893 | 0.896 | 0.921 |
| Social Media Marketing | 0.918 | 0.921 | 0.938 |
| Brand Experience | 0.931 | 0.934 | 0.944 |
| Purchase Decision | 0.907 | 0.910 | 0.924 |

Overall, the measurement model demonstrates satisfactory psychometric properties, indicating that all latent constructs are measured reliably and validly. Therefore, the proposed measurement model is considered appropriate for evaluating the structural relationships among value co-creation, social media marketing, brand experience, and purchase decision in the subsequent analysis.

**Discriminant Validity**

Discriminant validity was assessed using the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT) to ensure that each construct was empirically distinct from the others. According to Hair et al. (2022), the square root of the Average Variance Extracted (AVE) should exceed the correlations between constructs. As presented in Table 5, the diagonal values representing the square roots of AVE are consistently greater than the corresponding inter-construct correlations. These findings indicate that


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

each construct captures more variance from its own indicators than from other latent variables. Therefore, the proposed measurement model demonstrates satisfactory discriminant validity according to the Fornell–Larcker criterion.

**Table 5. Fornell–Larcker Criterion**

| Construct | Value Co-Creation | Social Media Marketing | Brand Experience | Purchase Decision |
|---|---|---|---|---|
| Value Co-Creation | 0.837 | | | |
| Social Media Marketing | 0.586 | 0.868 | | |
| Brand Experience | 0.693 | 0.721 | 0.844 | |
| Purchase Decision | 0.624 | 0.651 | 0.781 | 0.804 |

The results confirm that all diagonal values are substantially higher than the correlations among latent constructs, demonstrating adequate discriminant validity. This indicates that Value Co-Creation, Social Media Marketing, Brand Experience, and Purchase Decision represent conceptually distinct constructs and can be analyzed simultaneously within the structural model.

**Heterotrait–Monotrait Ratio (HTMT)**

To further assess discriminant validity, the HTMT criterion was evaluated. Following the recommendation of Henseler et al. (2015), HTMT values below 0.90 indicate satisfactory discriminant validity. Table 6 shows that all HTMT values range between 0.631 and 0.871, remaining below the recommended threshold. Consequently, discriminant validity is further supported by the HTMT analysis.

**Table 6. HTMT Ratio**

| Construct | VCC | SMM | BE | PD |
|---|---|---|---|---|
| Value Co-Creation (VCC) | - | | | |
| Social Media Marketing (SMM) | 0.631 | - | | |
| Brand Experience (BE) | 0.744 | 0.786 | - | |
| Purchase Decision (PD) | 0.701 | 0.736 | 0.871 | - |



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The HTMT values provide additional evidence that each construct measures a unique concept without excessive overlap. Therefore, the discriminant validity assumptions required for structural equation modeling are fully satisfied.

**Collinearity Assessment**

Before evaluating the structural model, collinearity among predictor constructs was examined using the Variance Inflation Factor (VIF). According to Hair et al. (2022), VIF values below 3.30 indicate the absence of serious multicollinearity issues. As shown in Table 7, all inner VIF values range from 1.594 to 2.241, well below the recommended threshold. These findings indicate that multicollinearity does not pose a concern and that each predictor contributes unique explanatory information to the endogenous constructs.

**Table 7. Inner VIF Values**

| Relationship | VIF |
|---|---|
| Value Co-Creation → Brand Experience | 1.594 |
| Social Media Marketing → Brand Experience | 1.594 |
| Value Co-Creation → Purchase Decision | 2.241 |
| Social Media Marketing → Purchase Decision | 2.106 |
| Brand Experience → Purchase Decision | 2.382 |

The VIF results demonstrate that the predictor constructs are statistically independent and suitable for inclusion in the structural model. Consequently, the relationships among the constructs can be interpreted without concerns regarding multicollinearity bias.

The overall assessment of the measurement model confirms that all recommended psychometric criteria have been successfully achieved. Convergent validity is supported through satisfactory indicator loadings and AVE values, while internal consistency reliability is demonstrated by high Cronbach's Alpha, Composite Reliability, and rho_A values. Furthermore, discriminant validity is confirmed by both the Fornell–Larcker criterion and HTMT analysis, indicating that each construct is empirically distinct. Finally, the collinearity assessment reveals no multicollinearity issues among predictor constructs. Therefore, the measurement model is considered statistically robust and appropriate for subsequent structural model evaluation and hypothesis testing.



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

**Structural Model Evaluation**

**Coefficient of Determination ($R^2$)**

The explanatory power of the proposed structural model was assessed using the coefficient of determination ($R^2$). According to Hair et al. (2022), $R^2$ values of approximately 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak explanatory power, respectively. As presented in Table 8, the $R^2$ value for Brand Experience is 0.639, indicating that 63.9% of its variance is explained jointly by Value Co-Creation and Social Media Marketing. Meanwhile, the $R^2$ value for Purchase Decision is 0.734, suggesting that 73.4% of the variance in purchase decisions is explained by Value Co-Creation, Social Media Marketing, and Brand Experience. These findings indicate that the proposed model possesses moderate-to-substantial explanatory capability and effectively explains consumers' purchasing behavior in the context of pineapple agribusiness.

**Table 8. Coefficient of Determination ($R^2$)**

| Endogenous Construct | $R^2$ | Interpretation |
|---|---|---|
| Brand Experience | 0.639 | Moderate |
| Purchase Decision | 0.734 | Substantial |

**Effect Size ($f^2$)**

The effect size ($f^2$) was calculated to evaluate the contribution of each exogenous construct to the endogenous variables. Following Cohen's (1988) guideline, values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively. As shown in Table 9, Social Media Marketing demonstrates the strongest effect on Brand Experience ($f^2 = 0.328$), followed by Value Co-Creation ($f^2 = 0.261$). Regarding Purchase Decision, Brand Experience exerts the largest influence ($f^2 = 0.486$), whereas Value Co-Creation and Social Media Marketing exhibit medium effect sizes. These findings suggest that Brand Experience plays a dominant role in explaining consumers' purchase decisions.

**Table 9. Effect Size ($f^2$)**

| Relationship | $f^2$ | Interpretation |
|---|---|---|
| Value Co-Creation → Brand Experience | 0.261 | Medium |
| Social Media Marketing → Brand Experience | 0.328 | Medium |



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

| Relationship | $f^2$ | Interpretation |
|---|---|---|
| Value Co-Creation → Purchase Decision | 0.143 | Small |
| Social Media Marketing → Purchase Decision | 0.169 | Medium |
| Brand Experience → Purchase Decision | 0.486 | Large |

**Predictive Relevance ($Q^2$)**

The predictive relevance of the structural model was assessed using the blindfolding procedure. A $Q^2$ value greater than zero indicates that the model has predictive relevance for the endogenous constructs. As presented in Table 10, both endogenous variables achieve $Q^2$ values substantially above zero, confirming that the proposed model possesses satisfactory predictive capability.

**Table 10. Predictive Relevance ($Q^2$)**

| Construct | $Q^2$ |
|---|---|
| Brand Experience | 0.432 |
| Purchase Decision | 0.518 |

These results demonstrate that the structural model not only explains the observed data but also possesses adequate predictive relevance for future observations.

**Hypothesis Testing**

Hypothesis testing was performed using the bootstrapping procedure with 5,000 resamples. The significance of direct effects was evaluated based on path coefficients (β), t-statistics, and p-values. A hypothesis is considered supported when the t-statistic exceeds 1.96 and the p-value is below 0.05.

**Table 11. Direct Effect**

| Hypothesis | Relationship | β | t-value | p-value | Decision |
|---|---|---|---|---|---|
| H1 | Value Co-Creation → Brand Experience | 0.402 | 8.742 | <0.001 | Supported |


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

| Hypothesis | Relationship | β | t-value | p-value | Decision |
|---|---|---|---|---|---|
| H2 | Social Media Marketing → Brand Experience | 0.471 | 9.861 | <0.001 | Supported |
| H3 | Brand Experience → Purchase Decision | 0.524 | 11.926 | <0.001 | Supported |
| H4 | Value Co-Creation → Purchase Decision | 0.184 | 3.118 | 0.002 | Supported |
| H5 | Social Media Marketing → Purchase Decision | 0.216 | 3.857 | <0.001 | Supported |

The results indicate that all direct hypotheses are supported. Social Media Marketing exhibits the strongest influence on Brand Experience (β = 0.471), while Brand Experience has the largest direct effect on Purchase Decision (β = 0.524). These findings suggest that consumers' purchasing decisions are largely driven by memorable brand experiences created through collaborative marketing activities and effective social media communication.

**Mediation Analysis**

The indirect effects were evaluated using the bootstrapping procedure to determine whether Brand Experience mediates the relationships between the independent variables and Purchase Decision.

**Table 12. Indirect Effect**

| Hypothesis | Relationship | β | t-value | p-value | Decision |
|---|---|---|---|---|---|
| H6 | Value Co-Creation → Brand Experience → Purchase Decision | 0.211 | 6.174 | <0.001 | Supported |
| H7 | Social Media Marketing → Brand | 0.247 | 7.039 | <0.001 | Supported |



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

| Hypothesis | Relationship | β | t-value | p-value | Decision |
|---|---|---|---|---|---|
| | Experience → Purchase Decision | | | | |

The mediation analysis reveals that Brand Experience significantly mediates the relationships between Value Co-Creation and Purchase Decision as well as between Social Media Marketing and Purchase Decision. Since both the direct and indirect effects remain statistically significant, Brand Experience functions as a complementary partial mediator in both relationships. This finding indicates that collaborative value creation and social media marketing influence purchase decisions not only directly but also indirectly through the creation of favorable brand experiences.

**Structural Model Summary**

Overall, the structural model demonstrates satisfactory explanatory and predictive performance. The proposed model explains 63.9% of the variance in Brand Experience and 73.4% of the variance in Purchase Decision, indicating moderate-to-substantial explanatory power. All direct and indirect relationships are statistically significant, confirming the theoretical assumptions underlying Value Co-Creation Theory. In particular, Brand Experience emerges as the strongest predictor of Purchase Decision and serves as a significant mediating mechanism through which Value Co-Creation and Social Media Marketing influence consumers' purchasing behavior. These findings suggest that collaborative customer engagement and effective social media communication are essential strategies for strengthening brand experience and encouraging consumers to purchase pineapple agribusiness products in Purbalingga.

**DISCUSSION**

The findings demonstrate that Value Co-Creation has a significant positive effect on Brand Experience, indicating that consumers who actively participate in value creation tend to develop richer and more memorable experiences with pineapple agribusiness products. When customers contribute feedback, share consumption experiences, or interact directly with producers, they become emotionally and cognitively involved in the brand, strengthening their overall experience. This finding supports the central premise of Value Co-Creation Theory, which argues that value is jointly created through interactions between firms and consumers rather than being delivered unilaterally. In the


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

context of pineapple agribusiness, collaborative interactions enable consumers to appreciate product authenticity, production transparency, and local identity, thereby enriching their brand experience. The result is consistent with the findings of Awan et al. (2022), who reported that customer participation enhances online customer experience through collaborative interactions. Likewise, Nadeem et al. (2022) found that value co-creation strengthens consumers' experiential perceptions by increasing engagement within digital environments. Therefore, encouraging customers to actively participate in marketing activities represents an effective strategy for enhancing brand experience among pineapple consumers.

The results further reveal that Social Media Marketing positively influences Brand Experience, suggesting that interactive digital communication plays a vital role in shaping consumers' perceptions of agribusiness brands. Social media allows producers to communicate product stories, farming activities, customer testimonials, and educational content that create meaningful interactions beyond product promotion. Such interactions stimulate emotional responses and strengthen consumers' familiarity with the brand. From the perspective of Value Co-Creation Theory, social media serves as an interactive platform that facilitates continuous dialogue between producers and consumers, thereby supporting collaborative value creation. The findings support Cheung et al. (2021), who concluded that social media engagement enhances customer experiences by strengthening interactions between firms and consumers. Similarly, Awan et al. (2022) demonstrated that social media communication improves online customer experience by encouraging customer participation. Consequently, pineapple MSMEs should utilize social media not merely as an advertising tool but as a platform for building memorable customer experiences.

The significant positive effect of Brand Experience on Purchase Decision indicates that consumers are more likely to purchase pineapple products when they develop favorable sensory, emotional, intellectual, and behavioral experiences with the brand. Positive experiences reduce uncertainty, strengthen trust, and create emotional attachment, thereby increasing consumers' confidence in their purchasing decisions. This finding reinforces the experiential marketing perspective, which argues that memorable brand experiences influence consumers beyond functional product attributes. In pineapple agribusiness, enjoyable interactions with producers and attractive digital content contribute to stronger purchasing intentions. This finding is consistent with Akoglu and Özbek (2022), who demonstrated that brand experience significantly improves perceived quality and brand trust, ultimately influencing customer behavior. Likewise,


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Brakus et al. (2009) emphasized that multidimensional brand experiences create favorable behavioral responses toward brands. Therefore, creating positive brand experiences should become a strategic priority for agribusiness enterprises seeking to improve consumers' purchasing decisions.

The findings also indicate that Value Co-Creation directly influences Purchase Decision, suggesting that consumers who actively collaborate with producers are more likely to purchase pineapple products. Customer participation creates a stronger sense of ownership and personal relevance, making consumers more willing to support products they have helped shape through ideas, feedback, or interactions. This result further confirms the principles of Value Co-Creation Theory, which proposes that collaborative value creation enhances customers' evaluations of products and strengthens behavioral intentions. Although the direct effect is statistically significant, its magnitude is lower than the indirect effect through Brand Experience, indicating that experiential outcomes play an important role in translating collaborative interactions into purchasing behavior. These findings are consistent with Hussain et al. (2022), who found that value co-creation positively affects purchase intention by increasing perceived value. Similarly, Busser and Shulga (2019) argued that collaborative value creation improves customer satisfaction and behavioral outcomes through multidimensional value generation.

The positive relationship between Social Media Marketing and Purchase Decision demonstrates that consumers increasingly rely on digital interactions when evaluating pineapple products before making purchasing decisions. Social media provides accessible information, visual content, customer reviews, and interactive communication that reduce consumers' perceived risk and strengthen purchase confidence. Effective social media marketing enables agribusiness firms to communicate product uniqueness while simultaneously maintaining continuous engagement with customers. From a theoretical perspective, social media functions as an important mechanism for facilitating value creation through digital interactions that influence consumer behavior. The findings agree with Yadav and Rahman (2018), who reported that social media marketing activities positively affect customer engagement and purchasing behavior. Likewise, Nadeem et al. (2022) concluded that digital interactions improve relationship performance and behavioral intentions by creating collaborative customer experiences. Therefore, strategic social media management has become indispensable for strengthening consumers' purchase decisions in contemporary agribusiness markets.

The mediation analysis confirms that Brand Experience significantly mediates the relationship between Value Co-Creation and Purchase Decision, providing deeper insight


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

into the mechanism through which collaborative interactions influence consumer behavior. While value co-creation directly encourages purchasing decisions, its influence becomes substantially stronger when customers develop memorable experiences during their interactions with the brand. Collaborative activities create emotional and cognitive impressions that remain in consumers' memories and subsequently influence purchasing behavior. This finding supports Value Co-Creation Theory, which emphasizes that customer participation generates experiential value before influencing behavioral outcomes. The results are consistent with Nadeem et al. (2022), who found that value co-creation enhances relationship performance through customer experience. Therefore, brand experience represents an important psychological mechanism that transforms collaborative interactions into actual purchase decisions within pineapple agribusiness.

Similarly, Brand Experience significantly mediates the relationship between Social Media Marketing and Purchase Decision, indicating that digital marketing activities are most effective when they create memorable customer experiences. Social media communication alone may increase product awareness; however, consumers are more likely to purchase products when these interactions generate positive emotional and experiential responses. Interactive storytelling, authentic product narratives, and continuous engagement strengthen consumers' perceptions of the brand and encourage purchasing behavior. This finding supports previous research suggesting that digital marketing influences behavioral outcomes primarily through experiential mechanisms rather than direct promotional exposure alone. The results are in line with Akoglu and Özbek (2022) and Awan et al. (2022), both of whom emphasized the importance of customer experience in translating digital interactions into favorable behavioral responses. Consequently, pineapple agribusiness enterprises should focus on designing social media content that creates emotional engagement rather than simply disseminating promotional information.

Taken together, the findings demonstrate that purchase decisions in pineapple agribusiness are best explained through an integrated framework combining collaborative value creation, digital marketing, and experiential consumption. Value Co-Creation encourages consumers to participate actively in the value creation process, Social Media Marketing provides continuous interaction through digital platforms, and Brand Experience transforms these interactions into meaningful psychological responses that ultimately stimulate purchasing decisions. This pattern strongly supports Value Co-Creation Theory, which proposes that customer value emerges through collaborative interactions and is reflected in subsequent behavioral outcomes. The results also indicate


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

that strengthening customer experience is more effective than relying solely on promotional activities because memorable experiences create lasting emotional connections with consumers. For pineapple MSMEs in Purbalingga, these findings suggest that sustainable competitiveness depends not only on product quality but also on the ability to involve consumers, foster interactive communication, and create distinctive brand experiences throughout the customer journey. Such an integrated marketing strategy provides a comprehensive pathway for increasing consumers' purchase decisions while strengthening the long-term competitiveness of regional agribusiness products.

## CONCLUSSION

### Theoretical Implications

This study extends Value Co-Creation Theory by demonstrating how collaborative interactions between consumers and firms, together with social media marketing activities, contribute to consumers' purchase decisions through brand experience in the context of pineapple agribusiness. The findings confirm that value co-creation and social media marketing not only directly influence purchase decisions but also indirectly affect purchasing behavior by enhancing consumers' brand experiences. By positioning brand experience as a mediating mechanism, this study explains how collaborative value creation and digital interactions are transformed into favorable behavioral outcomes. The study contributes to the marketing literature by integrating customer participation, digital communication, and experiential marketing into a single conceptual framework that explains consumer purchase decisions within regional agribusiness markets.

### Managerial Implications

For pineapple MSMEs in Purbalingga, the findings suggest that strengthening consumer participation should become an important marketing strategy rather than focusing solely on product promotion. Producers are encouraged to involve customers in product development by collecting feedback, encouraging online discussions, and creating opportunities for consumers to share their experiences. At the same time, social media should be utilized as an interactive communication platform that emphasizes storytelling, product authenticity, and customer engagement rather than merely advertising products. Developing memorable brand experiences through continuous interaction can strengthen consumers' emotional attachment and ultimately increase purchase decisions. Such integrated marketing strategies may improve customer loyalty


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

and enhance the competitiveness of pineapple agribusiness in increasingly digital markets.

**Limitations and Future Research**

This study is subject to several limitations. First, the research employs a cross-sectional design, which limits the ability to examine causal relationships over time. Second, the study relies on self-reported perceptions obtained through questionnaires, which may introduce common method bias. Future studies are encouraged to employ longitudinal research designs to better understand changes in consumer behavior over time. Researchers may also investigate additional mediating or moderating variables, such as brand trust, perceived value, customer engagement, or electronic word-of-mouth, to provide a more comprehensive explanation of purchase decisions. Furthermore, comparative studies involving different agricultural commodities or geographical regions would enhance the generalizability of the proposed research model.

**REFERENCES**

Akoglu, H. E., & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: A study on sports consumers. *Asia Pacific Journal of Marketing and Logistics, 34*(10), 2130–2148. https://doi.org/10.1108/APJML-05-2021-0333

Awan, M. I., Shamim, A., & Saleem, M. S. (2022). Say a little but say it well: Assessing the impact of social media communication on value co-creation, online customer experience, and customer well-being. *Frontiers in Psychology, 13*, 901229. https://doi.org/10.3389/fpsyg.2022.901229

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing, 73*(3), 52–68. https://doi.org/10.1509/jmkg.73.3.52

Busser, J. A., & Shulga, L. V. (2019). Co-created value: Multidimensional scale and nomological network. *Tourism Management, 65*, 69–86. https://doi.org/10.1016/j.tourman.2017.09.019

Changani, S., & Kumar, R. (2026). Transforming customer experience through social media marketing and gamification: A pathway to engagement and value co-creation. *Vision: The Journal of Business Perspective*. Advance online publication. https://doi.org/10.1177/09721509261432286



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Cheung, M. L., Pires, G. D., Rosenberger III, P. J., Leung, W. K. S., & Ting, H. (2021). Investigating the role of social media marketing in customer engagement and value co-creation. *Asia Pacific Journal of Marketing and Logistics, 33*(4), 937–957. https://doi.org/10.1108/APJML-10-2019-0588

Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.

Field, A. (2018). *Discovering statistics using IBM SPSS Statistics* (5th ed.). Sage Publications.

Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.

Hussain, A., Ting, D. H., Mazhar, M., Abbas, R., & Ali, W. (2022). Driving consumer value co-creation and purchase intention by social media advertising value. *Frontiers in Psychology, 13*, 800206. https://doi.org/10.3389/fpsyg.2022.800206

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Leclercq, T., Poncin, I., & Hammedi, W. (2017). Opening the black box of value co-creation processes: The roles of perceived control and perceived benefits. *Journal of Retailing and Consumer Services, 34*, 153–159.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing, 80*(6), 69–96. https://doi.org/10.1509/jm.15.0420

Nadeem, W., Tan, T. M., Tajvidi, M., & Hajli, N. (2022). How do experiences enhance brand relationship performance and value co-creation in social commerce? *Technological Forecasting and Social Change, 176*, 121465. https://doi.org/10.1016/j.techfore.2021.121465

Ramaswamy, V., & Ozcan, K. (2016). Brand value co-creation in a digitalized world: An integrative framework and research implications. *International Journal of Research in Marketing, 33*(1), 93–106.

Ringle, C. M., Wende, S., & Becker, J.-M. (2024). *Structural equation modeling with SmartPLS*. SmartPLS GmbH.

Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (8th ed.). Wiley.



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Solís-Rivera, V., & Royo-Vela, M. (2025). Value co-creation in agri-food marketing: The role of customer participation and relationship quality. *Agribusiness*. Advance online publication.

Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of service-dominant logic. *Journal of the Academy of Marketing Science, 44*(1), 5–23. https://doi.org/10.1007/s11747-015-0456-3

Yadav, M., & Rahman, Z. (2020). The influence of social media marketing activities on customer loyalty: A study of e-commerce. *Journal of Business Research, 117*, 470–482. https://doi.org/10.1016/j.jbusres.2018.10.008



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.