

How is Value Co-Created within Service Triads? An Empirical Study in the Context of Services for Vulnerable Customers

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Cite as:

Hendricks Jennifer, Schmitz Gertrud (2019), How is Value Co-Created within Service Triads? An Empirical Study in the Context of Services for Vulnerable Customers. *Proceedings of the European Marketing Academy*, 48th, (6299)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

The aim of this study is to identify customer value co-creation behaviors within triadic service settings involving vulnerable customers. Based on a qualitative and a quantitative study (n= 294) in the context of services for animal companions, we identified four forms of behavior towards the service provider: information-related, decision-related, functional and social activities. In addition, our findings indicate the existence of three behaviors towards the animal companion, namely physical, emotional and responsible support. The results also show that behaviors towards the animal companion are of higher relevance for overall value co-creation behavior than behaviors towards the service provider. This study contributes to research on value co-creation in the service encounter, on service triads and on vulnerable actors in service settings. It also provides important managerial implications for service providers in various triadic service settings involving vulnerable customers.

Keywords: *Value Co-Creation; Service Triads; Vulnerable Customers*

Track: Services Marketing