

Offering Value-in-Use: What can a Marketer do? A Case Study Research in the Field of Mobility Services

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Abstract

Based on the service-dominant logic, this article discusses the shift from marketing value-in-exchange to marketing value-in-use. Associated with this transformation are the focus on the usage process and the involvement of the customer in value creation. It has not yet been explored how marketing instruments have to be revised in order for value-in-use to unfold. By adopting a qualitative approach in the form of a case study, we contribute to close this gap by developing an overview of marketing activities applied by mobility service providers. Traditional marketing instruments (“4Ps”) continue to form the basis, but are increasingly adapted to individual customer requirements regarding the particular usage process. Important issues in this context are the management of individual goal achievement, the alteration from a fixed price to a continuous revenue stream, digitally enabled accessibility and customers’ guidance regarding different usage possibilities and use cases.

Keywords: *Value-in-Use Marketing; Service-Dominant Logic (SDL); Case Study Research*

Track: Services Marketing