

# Configuring Customer Empowerment and Personality Traits: Analysing Drivers of Customer Participation Across Two Service Contexts

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## **Abstract**

Despite the growing attention to the role and benefits of customer participation (CP), the understanding of the drivers of CP across different service sectors is limited. This study aims to reveal different configurations of the customer empowerment and the customer's personality traits (conscientiousness, extraversion, agreeableness, neuroticism, openness to experience) that are sufficient pathways to achieve high levels of CP across two service contexts. It contributes to the literature by adopting the configuration theoretical lens and performing an empirical investigation to reveal equifinal 'recipes' to drive CP in the contexts of vacation booking and financial investment services.

**Keywords:** *Customer participation; personality traits; configuration theory*

**Track:** Services Marketing