

The Influence of Cultural Context on Value Co-Creation: A Cultural Models Approach

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Abstract

This paper argues that value-in-context can be analyzed through the lens of cultural models—a cultural schema that exists within each customer’s mind. Whereas prior research tends to focus on heterogeneity of consumption and value, our findings from study on a foreign food consumption contribute to understanding of how cultural context frames customer’s value determination and individual differences are superceded by common cultural contexts; therefore, homogeneity of value happening. We close with theoretical implications.

Keywords: *Value Co-Creation; Value-in-Context; Cultural Models*

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