

More Than a Snapshot: A Dynamic Perspective on Value-in-Use

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Abstract

The modeling of technology-based services is becoming increasingly complex, as these services can now be customized according to customers' individual goal pursuits. Whereas service modeling thus far has focused on customer experiences, the authors believe that service modeling focused on value-in-use (ViU) emergence is necessary. This study uses a qualitative approach to investigate how ViU emerges in the course of a use process and what factors influence ViU emergence in the context of language learning applications. By extending service-dominant logic with regulatory mode theory, the authors discover a ViU emergence process consisting of eight stages, whose course is subject to assessments and movements. Assessment processes, thereby, go beyond ViU assessments and encompass influencing factors. By examining a customer's overt usage, assessments and movements, practitioners can pinpoint a customer's location in the ViU emergence process, so that appropriate measures can be taken.

Keywords: *Value-in-use emergence; Regulatory Mode Theory; Mobile Application Usage*

Track: Services Marketing