

Fostering Actional Self for Value Co-Creation and Customer Loyalty: Unveiling Triadic Cogenetic Relationships

CHRISTIAN GOMES-E-SOUZA MUNAIER

FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DA UNIVERSIDADE DE SÃO PAULO - FEA

JOSÉ AFONSO MAZZON

FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DA UNIVERSIDADE DE SÃO PAULO - FEA

Agradecimento à órgão de fomento:
O primeiro autor agradece à FAPESP.

Fostering Actional Self for Value Co-Creation and Customer Loyalty: Unveiling Triadic Cogenetic Relationships

Introdução

Customer loyalty is a critical aspect for businesses, and extensive research has been conducted to understand its importance and strategic implications. In the context of business-to-client (B2C) relationships, companies aim to foster user engagement and participation in their usage experiences to generate satisfaction, emotion, and loyalty. In the consumption experiences of continuous services in shared use (CSSU), the interactions between the consumer, service provider's staff, and other users play a crucial role in value co-creation and customer loyalty.

Problema de Pesquisa e Objetivo

Although the literature has explored the concept of value co-creation in service usage experiences, there is limited understanding regarding the weight and impact of cogenetic triadic relationships in CSSU. This study aims to investigate the three dimensions within CSSU usage experiences: the impact of service elements, the importance of tangible elements, and the interaction among the cogenetic triadic relationships. The objective is to evaluate the weights of these dimensions and advance the understanding of their importance for the actional self and customer loyalty.

Fundamentação Teórica

This study is positioned within the Service-Dominant Logic (S-D Logic) framework, which emphasizes the co-creation of value through the interactions between consumers and the service provider. The cogenetic triadic relationships among the consumer, service provider's staff, and other CSSU users are essential for understanding consumer behavior and value co-creation. Additionally, concepts such as perceived quality, sense of belonging, and actional self contribute to the theoretical foundation of this study.

Metodologia

This research employed a quantitative approach, using a survey as the data collection method (n=233). Validated scales, translations from supporting studies, and newly developed scales were utilized to measure the constructs. The survey was distributed online through various organizations and educational institutions, targeting consumers of CSSU. The data analysis was conducted using IBM SPSS and SmartPLS software.

Análise dos Resultados

The analysis revealed the positive impact of infrastructure, service consistency, staff competence, and the sense of deservingness on perceived service quality. The cogenetic triadic relationships between the consumer, the service provider's staff, and other users significantly influenced the consumer's actional self, leading to loyalty. The findings support the proposed integrative framework and contribute to the understanding of the importance of these relationships in CSSU.

Conclusão

This study demonstrates the significance of cogenetic triadic relationships in CSSU usage experiences and their impact on customer loyalty. The integrative framework provides insights into the weights of the three dimensions (service elements, tangible elements, and cogenetic triadic relationships) and their influence on the actional self. The findings contribute to the literature on value co-creation and customer loyalty in CSSU and have practical implications for firms offering continuous services.

Referências Bibliográficas

Carlson, J., Wyllie, J., Rahman, M. M., and Voola, R. (2019). Enhancing brand relationship performance through customer participation and value creation in social media brand communities. *Journal of Retailing and Consumer Services*, 50, 333-341

Sarkar, S., and Banerjee, S. (2019). Brand co-creation through triadic stakeholder participation: A conceptual framework based on literature review. *European Business Review*, 31(5), 585-609.

Simão, L. M. (2020). Disquieting experiences and conversation. *Theory and Psychology*, 30(6), 864-877.