

The Dimensions of Client Perceived Participation Value^{1*}

Sigitas Balciunas¹, Milda Damkuvienė², Evandzelina Petukienė³, Jurate Valuckienė⁴

Siauliai University, 88 Vilniaus Str., Siauliai, Lithuania

¹E-mail: sigitas.balciunas@su.lt

²E-mail: milda.damkuviene@su.lt

³E-mail: evandzelina.petukiene@su.lt

⁴E-mail: j.valuckiene@gmail.com

Abstract

The article is devoted to deepen the conceptual-methodological understanding of the client perceived participation value concept. The concept of the client perceived participation value is approached by presenting existing theoretical conceptualizations of value and the analysis of focus group discussion results on client perceived participation value. The article presents the model of the client perceived participation value where dimensions and underlying categories of the concept are identified. The model reflects that the client perceived participation value can be understood as the set of the individual, situation based client estimations of participation behaviours and experiences which encompass positive and negative assumptions (costs and benefits), which were categorised to Quality, Price, Knowledge, Emotion dimensions.

This article contributes to the client perceived value literature by integrating two value approaches into a single theoretical framework.

Keywords: client perceived value, participation value, value dimensions

Introduction

It is generally accepted that the ultimate goal for any business is to create value for the clients. Creating superior value for clients is the key element in ensuring a company's market success, long term survival and competitive advantage (Woodruff, 1997; Zeithaml, 1988; Bakar et al., 2013). The concept of value is crucial to organizations as perceived value helps to explain different aspects of client behaviour: buying intentions (Dodds and Monroe, 1985), product selection (Zeithaml, 1988), affective commitment (Pura, 2005), brand choice (Arvidsson, 2006), repeat purchase (Petrick, 2003), and loyalty (Cronin, Brady and Hult, 2000; Parasuraman and Grewal, 2000; Bolton, Kannan and Bramlett, 2000). The concept of value is interchangeably linked to market segmentation (Tellis and Gary, 1990), and brand positioning decisions (Gale, 1994; Arvidsson, 2006); value helps

make judgments and make decisions (Aytian, 2013). The importance of the value concept is evident with the inclusion of "value" in the definition of "Marketing" that has been approved by the American Marketing Association in 2006, 2008, 2013 (*Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Approved July 2013)*).

According to the widely recognized Service Dominant Logic, value is created collaboratively in interactive configurations of mutual client – organization exchanges (Vargo, Maglio and Akaka, 2008). The client as active participant and collaborative partner co-creates value with the organization through involvement in the various value chain processes.

The concept of co-creation, co-production, and client participation is being widely analysed in scientific literature, but the exploration of the concept of client perceived participation value is in deficiency. Understanding client perceived participation value is of high importance, as client perceived value helps to predict clients' behaviours and intentions toward the organization in future (Arvidsson, 2006; Cronin et al., 2000; Oh, 2003; Parasuraman and Grewal, 2000; Bolton et al., 2000). Thus, value is fundamental for strategic business decisions.

The aim of the article is to provide client perceived participation value model, which reflects client perceived participation value dimensions.

The understanding of the client perceived participation value concept is developed and explored on the basis of the inductive approach. The inductive approach is applied when moving from specific observations to broader generalizations. The primary research emphasis was on the identification of individual participation cases; therefore, categories that emerged were derived from the analysis of

^{1*} This research was funded by a grant (No. MIP-025/2012) from the Research Council of Lithuania/Tyrimą finansuoja Lietuvos mokslo taryba (sutarties Nr. MIP-025/2012).

individual cases. This means that the process of coding occurs without trying to fit the data into a pre-existing model or frame, i.e., potential understandings of the client perceived participation value phenomenon are derived from the data. As such, qualitative research tends to be more exploratory in nature, seeking to provide insight into how individuals understand the aspects of their participation.

Theoretical framework

Value is co-created when the parties involved in a relationship combine their knowledge and skills. Client participation is seen as a more or less dedicated involvement of the client in the value creation processes (Lusch and Vargo 2006; McColl-Kennedy, Vargo, Dagger, Sweeney, Kasteren, 2009; Vargo, 2008; Lusch and Vargo, 2008). A client's participation behaviour is determined by his or her pertinent resources such as appliances, knowledge, skills, experience, energy, effort, money, or time (Rodie and Kleine 2000, p. 117). It can encompass the sharing of information, undertaking specific activities by oneself (co-generation co-designing, co-evaluation of ideas co-launching of an object, co-installation, (Vargo and Lusch, 2004)), or using self-service technologies (Jacob and Rettinger, 2011). It can occur with organizations, other customers and any other partners in the value network (Jacob and Rettinger, 2011).

Based on one of the most universally accepted value definitions by Zeithaml (1988) we define client perceived participation value as the overall assessment of participation experiences based on the perceptions of what is received and what is given in the participation processes. Client perceived participation benefits we describe as advantages, the positive outcomes that clients experience when participating in value creation processes. Client perceived participation costs - as experienced inconveniences, disadvantages and annoying moments that a client experiences when engaging in co-creating processes.

It is assumed that the client makes some judgment on the 'worthwhileness' (Kemp and Willets (1999), Oliver (1999) in Woodal, 2003) of a product/service by computing or comparing weights and/or 'quantities' of benefits and sacrifices. Some authors describe this computing process as the determination of a ratio or as the dividing of benefits by sacrifices (Grönroos, 1997; Heskett, Earl Sasser, Schlesinger, 1997), "intuitive calculation" (Butz and Goodstein, 1996), "trade-off" (Dodds, Monroe and Grewal, 1991), balancing process, judgment, or relational comparison (Fornell et al. (1996), Sinha and DeSarbo (1998) in Woodal, 2003).

The consideration of costs and benefits „results“ with client perceived value which is created in client's

head, is based on subjective interpretations (taking into account subjective weighting factors (Huber et al. 2001), related with a particular situation (Woodal, 2003). It is dynamic, experienced before purchase, at the moment of purchase, at the time of service and post service (Sanchez, Callarisa, Rodriguez, Moliner, 2006).

This get-versus-give perspective is not the only way of conceptualizing value. Most scholars agree on the multidimensionality of client perceived value and see it as a construct in which multiple dimensions exist separately and simultaneously (e.g. Babin et al., 1994; Mathwick et al., 2001; Sheth et al., 1991; Sweeney and Soutar, 2001). Scientific literature offers no consensus on the number or nature of the dimensions involved (Gallarza et al., 2011). Sheth et al. (1991) categorize value as functional, social, emotional, epistemic and conditional, Mattsson (1991) – as practical, emotional, logical. Sweeney and Soutar (2001), Sanchez et al. (2006) conceptualize value as concept with functional, emotional, social dimensions. Sanders and Simons (2009) in the context of co-creative relationships define three different types of value: monetary, use/experience, and social.

During the past couple of decades, academic publications with a focus on value concept have been numerous. The scope of interest has varied by focusing on different aspects; dimensions of product, service, and relationship benefits/value, thus studies of client perceived participation value phenomena have remained scarce. This research offers inductive approach to the client perceived participation value conceptualization, by trying to understand what clients' perceptions are when they evaluate their participation efforts.

Research aim is to construct a client perceived participation value model that reflects dimensions of client perceived participation value.

Questions for focus group discussion: • *How did you benefit from your decision to participate in service provision process?* • *What did the participation require?* • *What was the benefit for you personally and for other clients?* • *What did you lose by expressing your opinion / actively participating?*

Research strategy. Qualitative approach that calls for individual perception and the interpretation of social reality was chosen for the research. Qualitative approach is based on the attitude (according to Berger, Luckmann (1999); Cropley (2002); Walliman (2006)) that every individual actively creates reality on the basis of personal experience. Different people have different social realities, but share them through interaction with other people. This approach is important for disclosing the dimensions of client perceived co-creation value.

Such a choice by the researchers allowed for deeper analysis of client behaviour and situation regarding decision to participate in service value creation processes, because exactly the qualitative research methods enable researchers to take a look at the situation in the eyes of the respondents as well as to broaden understanding of behaviour and motives of the respondents (Mariampolski, 2001), which, in the case of analysis of perceived participation value, is helpful for understanding the reasons for making a decision to co-create.

Research method. *Focus group discussion* was chosen to implement qualitative research strategy: in contrast to individual interview, it enabled the discussion among participants- to exchange information, utilize different approaches to the research object, and clarify their own opinions in response to ideas voiced by other participants (Gay, Mills and Airasin, 2009; Denscombe, 2010). Focus group discussion preconditioned active interaction among participants to reveal perceived benefits and costs of participation as well as their interrelations.

Discussion moderation recommendations were followed when organising focus group discussions (according to Bitinas, Rupšienė and Žydžiūnaitė (2008); Gay, Mills and Airasin (2009); Denscombe (2010)): • safety and confidentiality was ensured for participants • discussion was moderated so that attitudes and interests of the group members were not in conflict. When moderating speeches dynamics of the group and interaction among the participants were managed, too (according to Mariampolski (2001), Cropley (2002), Denscombe (2010)): • participants were familiarised with the aims of the research • the discussion was stimulated by presenting questions in writing • each participant was allowed to express his/her own opinion and clarify it if needed, discuss and reach agreement thereby avoiding the domination of one or a few participants. None of the research participants experienced psychological pressure, fear or anxiety, because they were assured that only encoded information will be included in the research report and the research results will not be used against the research participants.

Research ethics. General requirements for ethics in social research were complied with (according to Monette, Sullivan, DeJong (1986), Robson (1997), Gay, Mills and Airasin (2009), Denscombe (2010)): research validity, research aims clarity and exposure, voluntary participation in the research, protection of privacy and confidentiality of research participants, avoidance of deceit and manipulation, and academic fairness. Special consideration was attention to research participants, non-discrimination of participants and respect for their right to express own opinion in discussion (Mariampolski, 2001, p. 152).

Research sample and research organizing. Method of heterogeneous focus group discussions (Gay et al., 2009) was chosen for drawing the sample: participants for the groups had to vary in age, gender, occupation, and residence.

6 focus group discussions were organised. Average duration of one discussion was approximately 1 hour and 20 minutes. The number of participants in groups ranged from 8 to 11 respondents. The research had a total of 64 participants: 47 women and 17 men. The average age of participants was 27 years. The oldest respondent was 43 years of age and the youngest was 22. Participants reported rather different fields of their activities: they included students, housewives, project managers, administrators, managers in different areas, advisers, accountants, farmers, engineers, staff of manufacturing companies, professionals from different areas of public sector (health care, police, municipalities, etc.). Research participants were residents of cities and towns of the North-western Lithuania.

The participants of all groups willingly analysed and reflected on their experiences of participation in service value creation processes, discussed to identify experienced costs and benefits. The discussions were recorded, research data were transcribed into text suitable for qualitative analysis.

Data analysis. Content method chosen for analysis of the research data revealed the meanings of the recorded narratives of the participants. The analysis was carried out by identifying meaningful units of text, decomposing and then categorising them. Analysis of categories involved determining subcategories, characterisation of their contents and interrelations (according to Cropley (2002), Denscombe (2010)). This analysis helped to identify client perceived participation benefits and costs and their interrelations.

Discussion of analysis of results of focus group discussions

Content analysis of narratives by participants in focus group discussions led to the identification of four topics: *Quality, Price, Knowledge, Emotion* (see Table 1). These are dimensions of client perceived participation value which involve client perceived benefits and costs. Constituent categories of benefits and costs were identified for each topic. In addition, subcategories were defined for categories *Positive emotional state* and *Negative emotional state* of the topic *Emotion*. Results of the content analysis show that the dimensions of client perceived participation value are characterised by dichotomy. Reflecting upon their personal experiences research participants usually talk about participation as a situation where costs and benefits manifest simultaneously.

Table 1

Structure of client perceived participation value

Topic	Benefit categories	Cost categories
Quality	Ensuring basic quality	Losing basic quality
	Exercising client rights	Losing client rights
	Protecting client rights	Wasted extra efforts
	Faster service	Slower service
	Service customisation	Loss of service provider
	Ensuring quality for others	Coercive commitment
Price	Price decrease	Price increase
	Fraud prevention	
Knowledge	New knowledge	
	“Smart” client	
	Positive emotional state	Negative emotional state
	<i>Subcategories</i>	<i>Subcategories</i>
Emotion	<i>Joy to spread good mood</i>	<i>Spoilt mood</i>
	<i>Pleasure to feel attention</i>	<i>Humiliation</i>
	<i>Pleasure to take care of others</i>	<i>Disappointment</i>
	<i>Sense of being special client</i>	<i>Sense of being ignored</i>
	<i>Liberation from negative emotions</i>	<i>Anger</i>
	<i>Pleasure to revenge</i>	<i>Guilt</i>

Content of categories under the topic *Quality* reveals that participating clients perceive such benefits: exercising client rights, ensuring basic quality, service customisation, time saving, and ensuring quality for other clients. However, active “search for quality” may result in wasted efforts, longer wait times, unexpected commitments to service provider, or suggestion to look somewhere else. These are the perceived participation costs. The topic *Price* reveals that clients perceive the following benefits of participation: active involvement may help to reduce price and prevent fraud. However, “intrusion” in the service process may lead to higher service price that is perceived by respondents as a cost of participation.

Furthermore, participation gives certain emotions to a client. The content of the topic *Emotion* shows that emotional states experienced as a result of participation are diverse and individual. Their range is very broad. For example, benefits of participation are perceived not only as joy to spread good emotions or pleasure to feel attention, but also as a relief by letting negative emotions out, as revenge for poor service. Negative emotional states as perceived costs of participation are also various. These include spoilt mood, disappointment, sense of being ignored, feeling humiliated, helplessness, etc.

As mentioned above, every topic is a separate dimension of client perceived participation value. In experiences voiced by respondents, however, these dimensions are usually interconnected. For example, participation in service quality management may mean

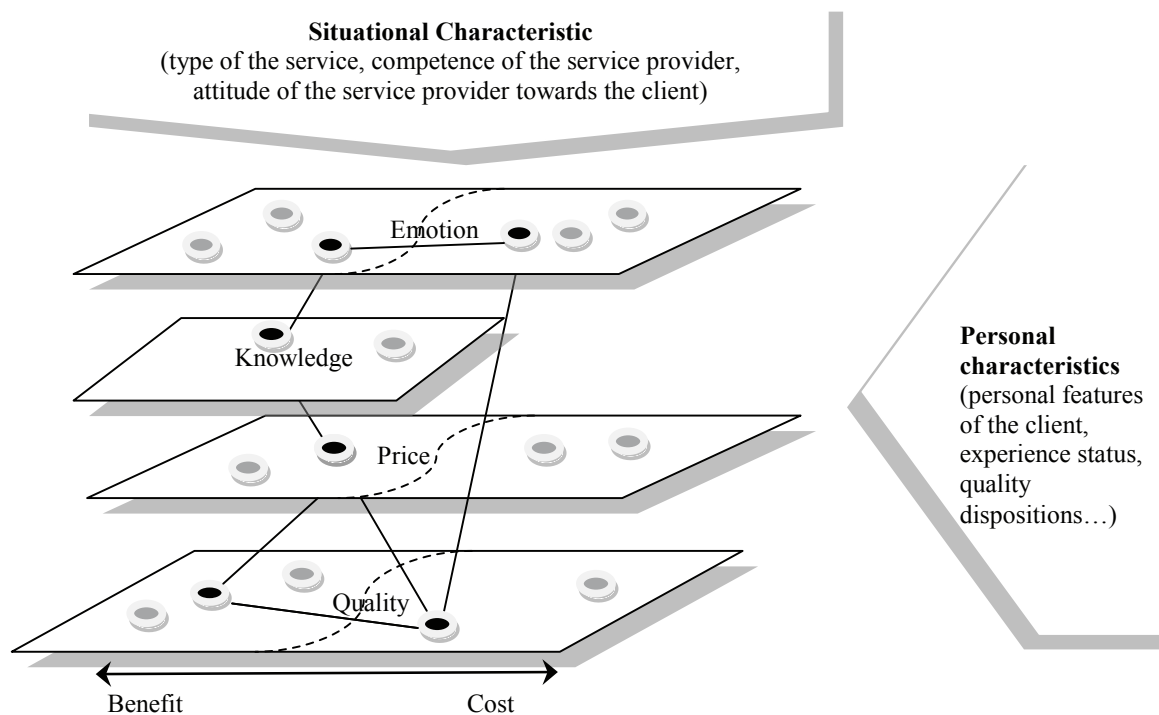
that the client simultaneously experiences certain emotional states, etc. This interconnection is due to the coexistence of separate benefits and costs at the same time. The multidimensionality of participation value also results from and is directly dependent on the client’s personal experience, emotional state, service type, and context of participation situation. Therefore respondents perceive the participation value as the construct of interconnected and interdependent dimensions, benefits and costs.

E.g.: *I brought it for return and I was shouted at [EMOTION]. They said: this is your fault [EMOTION], probably you were drying or spraying your hair or something. You will not get a refund [PRICE], this is not a money maker. I felt very bad [EMOTION], they were just storming at me [EMOTION]. After this I no longer applied to warranty claims and do not fight for that right anymore [QUALITY].*

I felt guilty [EMOTION], because she [waitress] came, I saw the expression on her face: she was discontented that I refused to pay for the meal, that I found that worm, maybe I put it there myself...

We are not afraid to speak [QUALITY], we are just disappointed with the reactions [EMOTION], to what we say. Suppose we tell a waiter that he is slow, that he does something without hurrying [QUALITY], – he will think like “don’t tell me what to do, you idiot” [EMOTION], and continue doing the same.

<...> take a carwash, for example. So you make a payment for cleaning the interior, for making everything



1 pict. Client perceived participation value

shine, you pay some extra money [QUALITY, PRICE], get some tips ready too [PRICE], enter the car, it smells good but taking a look back you see that dust is [left] everywhere. Then you call the one doing the cleaning and say: clean here, clean there [QUALITY]... Probably everyone standing there think “oh, what a mean person she is [EMOTION]!”

On the basis of the research results, the model of client perceived participation value was developed.

Client perceived participation value is revealed in four dimensions: Quality, Price, Knowledge, and Emotions (flat spaces in the 1 pict.) but the arrangement of costs and benefits (internal points in each dimension in the 1 pict.) is individual. Trajectories of perceived benefits and costs in different dimensions (Quality, Price, Knowledge, Emotion) make a unique combination depending on the situation (for example, type of service, service provider’s qualification and treatment of client) and personal qualities (such as experience and education).

The key dimension in the model of client perceived participation value is that of Quality. This is the initial perception of value participation, which has both a positive and negative connotation. Possibilities to exercise client rights, ensure basic quality, customise service, ensure quality for others, and save time are perceived as the gains of participation. However, a client also perceives that by getting involved he may suffer losses: of basic quality, respect, and time. Wasted extra efforts, probability of loss of service provider, or

coercive commitment are also viewed as the costs of participation regarding the dimension of Quality.

Dimension of Price is directly related to benefits and costs of Quality of client perceived value of participation. Content of its benefits and costs consists of perceptions of changes in price: active participation helps a client to decrease price, prevent fraud, but client participation may lead to price increase as well.

Dimension of Knowledge is unilateral. It reflects only client perceived participation benefits such as: possibility to gain new knowledge, gather additional information, and get ready for service encounter.

Dimension of Emotion in most cases is a dependant dimension that is revealed when client recognizes benefits and costs of Quality, Price, Knowledge dimensions.

Even though the model is universal, the projection of it in the particular case of individual client will have different configuration (different combination of cost and benefit perceptions).

Conclusions and Discussion

The results of the research suggest that the client perceived participation value is a multi-level and multidimensional construct. We found support for the four dimensional conceptualizations of the client perceived participation value: Quality, Price, Knowledge, Emotions.

Our model maintains the “give” and “get” components, supporting the claims that client perceived value derive from the processes of

calculation/evaluation/estimation of participation experiences that can be expressed either rationally or intuitively (Woodal, 2003).

Even though get-versus-give and multidimensional value approaches are treated as contrasting (Gallarza et al., 2011), our model encompasses both Zeithaml's (1988) trade-off among sacrifices and benefits view and multidimensional conceptualisation of client perceived participation value (similar to Papista and Krystallis, 2013). We state that a bundle of participation costs and benefits from different value dimensions are incorporated into clients' value judgements (trade-offs).

The pattern, provided in the model, suggests that client perceived participation value is overall individual perception which comes from the unique combination of various positive and negative perceptions (benefits, costs) of participation experiences, and according to Ulagga and Eggert (2006) could be named as a function of value dimensions or any weighed combination or an aggregation of any or all of these (Woodal, 2003). The model emphasizes the inter-relationships among costs and benefits across various dimensions, as stated by Holbrook (1999, p. 205): "One can understand a given type of value only by considering its relationship to other types of value".

In line with Vargo and Lusch (2008), Grönroos (2009), Gummesson (2007), Woodruff (1997), Chang and Dibb (2012) our research confirmed that value is uniquely and phenomenologically determined by the client. To do so, individuals may use their own subjective rules, beliefs and hopes. The "type" of perceived participation value is very individual (subjective), and can be different for the actors involved (Edvardson et al., 2011). The research contends that value perceptions go on the basis of a certain context: is situational (Chang and Dibb, 2012), shaped by social forces, and reproduced in social structures (Edvardson et al., 2011).

The dimensions, presented in the client perceived participation value model, bears some resemblance to the value dimensionality found in the literature. Quality dimension is close to Sheth's et al. (1991) Sweeney and Soutar's (2001) functional, Mattsson's (1991) – practical dimensions, where product/service quality, and clients' rational and economic valuations are reflected. Price aspects are also incorporated in the value conceptualizations found in the literature but not always distinguished as separate dimension (e.g., monetary (Sanders and Simons, 2009), practical (Mattsson, 1991), functional (Sweeney and Soutar, 2001; Sanchez et al., 2006)). Emotional and functional dimensions or hedonic and utilitarian value distinction is the most prevalent in value conceptualizations (Chang and Dibb, 2012). Knowledge dimension

refers to clients knowledge gaining and is similar to Sheth et al.'s (1991) epistemic value dimension.

Our qualitative research findings suggest that from a methodological standpoint, a formative measurement approach should be used rather than reflective measures when client perceived participation value is modelled as a multidimensional construct as suggested by Ulagga and Eggert (2006), as the give-get components of all dimensions are emphasized to be the integral part of the perceived value construct. Clearly quantitative research is needed in order to expand on this framework and support the hypothesized nature of the construct.

Research results indicate the importance of an integration of give/get and multidimensional approaches both for the construction of measurement instruments and for professional decisions aimed at understanding clients' perceptions of value participation.

References

1. Abu, B. A. R., Al Ruwais, N. M., Othman, A. R. (2013). Customer Net Value: a Service Gap Perspective from Saudi Arabia. *Global Journal of Business Research*, 7 (4), 19–33.
2. Arvidsson, A. (2006). *Brands: Meaning and Value in Media Culture*. Taylor and Francis: USA.
3. Aityan, S. K. (2013). The Notion of General Value in Economics. *International Journal of Economics and Finance*, 5 (5), 3–14.
4. Babin, B. J., Darden, W., Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20, 644–656.
5. Bakar, Abdul Rahim Abu, Ruwais, Naif M. Al, Othman (2013). Customer Net Value: a Service Gap Perspective from Saudi Arabia. *Global Journal of Business Research*, 7 (4), 19–33.
6. Berger, P. L., Luckmann, T. (1999). *Socialinis tikrovės konstravimas: žinojimo sociologijos traktatas*. Vilnius: Pradai.
7. Bitinas, B.; Rupšienė, L.; Žydžiūnaitė, V. (2008). *Kokybinių tyrimų metodologija: vadovėlis vadybos ir administravimo studentams*. Klaipėda: S. Jokužio leidykla-spaustuvė.
8. Bolton, R. N., Kannan, P. K., Bramlett, M. D. (2000). Implications of loyalty program membership and service experiences for customer retention and value. *Journal of the Academy of Marketing Science*, 28 (1), 95–108.
9. Butz, H. E. Jr., Goodstein, L. D. (1996). Measuring Customer Value: Gaining the Strategic Advantage. *Organisational Dynamics*, 24 (3), 63–77.
10. Chang, C., Dibb, S. (2012). Reviewing and conceptualising customer-perceived value. *Marketing Review*, 12 (3), 253–274.
11. Chen, L., Marsden, J. R., Zhang, Z. (2012). Theory and Analysis of Company Sponsored Value Co-creation. *Journal of Management Information Systems*, 29 (2), 141–172.

12. Cronin, J. J., Brady, M. K., Hult, G. T. M. (2000). Assessing the effects of quality, value and customer satisfaction on consumer behavioural intentions in service environments. *Journal of Retailing*, 76 (2), 193–218.
13. Cropley, A. (2002). *Qualitative Reserch Methods: an Inoroduction for Students of Psichology and Education*. Riga: Zinatne Publishers.
14. Denscombe, M. (2010). *The Good Research Guide for small-scale social research projects*. 4rth ed. McGraw Hill: Open University Press.
15. Dodds, W. B., Monroe, K. B. (1985). The effect of brand and price information on subjective product evaluation. *Advances in Consumer Research*, 12, 85–90.
16. Edvardsson, B., Tronvoll, B., Gruber, T. (2011). Expanding understanding of service exchange and value co-creation: a social construction approach. *Journal of the Academy of Marketing Science*, 39 (2), 327–339.
17. Gay, L. R.; Mills, G. E.; Airasin, P. (2009). *Educational Research. Competences for Analysis and Applications*. 9th ed. Pearson International Edition.
18. Gale, B. T. (1994). *Managing Customer Value: Creating Quality and Service that Customers Can See*. The Free Press: New York.
19. Gallarza, M. G., Gil-Saura, I., Holbrook, M. B. (2011). The value of value: Further excursions on the meaning and role of customer value. *Journal of Consumer Behaviour*, 10 (4), 179–191. http://www.academia.edu/1077519/The_value_of_value_Further_excursions_on_the_meaning_and_role_of_customer_value
20. Grönroos, C. (2009). Toward service logic: the unique contribution of value co-creation. Working Papers. Hanken School of Economics, no. 544, Hanken School of Economics, Helsinki.
21. Grönroos, C. (1997). Value-driven Relational Marketing: from Products to Resources and Competencies. *Journal of Marketing Management*, 13, 407–419.
22. Gummesson, E. (2007). Exit services marketing – enter service marketing. *Journal of Customer Behaviour*, 6 (2), 113–141.
23. Heskett, J. L., Earl Sasser, W., Schlesinger, L. A. (1997). *The Service Profit Chain*. New York: The Free Press.
24. Holbrook, M. B. (1999). Introduction to consumer value. In M.B. Holbrook (Ed.). *Consumer Value, A Framework for Analysis and Research* (1-28). New York: Routledge.
25. Jacob, F., Rettinger, B. (2011). The Role of customer co-production in value creation. Proceedings of the Naples Forum on Service, Capri, Italy. <http://www.naplesforumonservice.it/uploads//files/Jacob,%20Rettinger%282%29.pdf>.
26. Lusch, R. F., Vargo, S. L. (2006). Service-dominant Logic: Reaction, Reflection and Refinements. *Marketing Theory*, 6 (3), 281–288.
27. Lusch, R. F., Vargo, S. L. (2008). The Service-Dominant Mindset. *Service Science, Management and Engineering*, 89–96. http://www.sdlogic.net/Lusch_and_Vargo_2008_SSME.pdf
28. Mariampolski, H.(2001). *Qualitativve Market Research: a comprehensive guide*. SAGE Publications: Thousand Oaks, London, New Delhi.
29. Mathwick, C., Malhotra, N., Rigdon, E. (2001). Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment. *Journal of Retailing*, 77, 39–56.
30. Mattsson, J. (1991). *Better Business by the ABC of Values*. Studentlitteratur.
31. McColl-Kennedy, J. R., Vargo, S. L., Dagger, T. S., Sweeney, J. C., Kasteren, Y. (2012). Health care customer value cocreation practice Styles. *Journal of Service Research*, 15 (4), 370–389.
32. Monette, D. R., Sullivan, T. J., DeJong, C. R. (1986). *Applied social research: Tool for the human services*. New York: Holt, Rinehart & Winston.
33. Oh, H. (2003). Price fairness and its asymmetric effects on overall price, quality, and value judgements: the case of an upscale hotel. *Tourism Management*, 24, 397–399.
34. Papista, E.; Krystallis, A. (2013). Investigating the Types of Value and Cost of Green Brands: Proposition of a Conceptual Framework. *Journal of Business Ethics*, 115 (1), 75–92.
35. Parasuraman, A., Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science*, 28 (1), 168–174.
36. Petrick, J. F. (2003). Measuring cruise passengers' perceived value. *Tourism Analysis*, 7, 251–258.
37. Pura, M. (2005). Linking perceived value and loyalty in location-based mobile services. *Managing Service Quality*, 15 (6), 509–538.
38. Robson, C. (1997). *Real World Research: a Resource for Social Scientists and Practitioner-Researchers*. BLACKWELL: Oxford UK&Cambridge USA.
39. Rodie, A. R., Kleine, S. S. (2000). Customer Participation in Services Production and Delivery. In *Handbook of Services Marketing and Management*, T. A. Swartz and D. Iacobucci editors, Sage Publications, Inc. Beverley Hills, California, 111–125.
40. Sanchez, J., Callarisa, L., Rodriguez, R. M., Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27 (3), 394–409.
41. Sanchez-Fernandez, R., Iniesta-Bonillo, M. A. (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory*, 7 (4), 427–451.
42. Sanders, L., Simons, G. (2009). A Social Vision for Value Co-creation in Design. <http://timreview.ca/article/310>
43. Sheth, J., Newman, B., Gross, B. (1991). *Consumption values and market choices: theory and applications*. South -Western Publishing Co, Cincinnati, USA.
44. Sweeney, J., Soutar, G. (2001). Consumer perceived value: the development of a multiple item scale. *Journal of Retailing*, 77, 203–220.
45. Tellis, G. J., Gary G. G. (1990). Best-Value, Price-Seeking and Price Aversion: The Impact of Information and Learning on Consumer Choices. *Journal of Marketing*, 54, 34–45.
46. Ulaga, W., Eggert, A., (2006). Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status. *Journal of Marketing*, 70, 119–136.
47. Vargo, S. L. (2008). Customer integration and value creation: Paradigmatic traps and perspectives. *Journal of Service Research*, 1 (2), 211–215.

48. Vargo, S. L.; Lusch, R. F. (2008). From Goods to Service(s): Divergences and Convergences of Logics. *Industrial Marketing Management*, 37 (3), 254-259
49. Vargo, S. L.; Lusch, R. F. (2004). Evolving to a new dominant logic of marketing. *Journal of Marketing*, 68 (1), 1–17.
50. Vargo, S. L., Maglio, P. P., Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. *European Management Journal*, 26 (3), 145–152.
51. Walliman, N. (2006). *Social Research Methods*. SAGE Publications, London, Thousand Oaks, New Delhi.
52. Woodall, T. (2003). Conceptualising 'Value for the Customer': An Attributional, Structural and Dispositional Analysis. *Academy of Marketing Science Review*, 12, 1–41.
53. Woodruff, R. B. (1997). Customer value: The Next Source of Competitive Advantage. *Journal of the Academy of Marketing Science*, 25 (2), 139–53.
54. Zeithaml, V. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52 (4), 2–22.

Balčiūnas, S., Damkuvienė, M., Petukienė, E., Valuckienė, J.

Klientų suvokiamos dalyvavimo vertės dimensijos

Santrauka

Straipsnyje analizuojamas klientų suvokiamos dalyvavimo vertės konceptas. Išskirtinės vertės klientams kūrimas įvardijamas kaip esminė konkurencinio pranašumo sąlyga. Vertė padeda prognozuoti kliento elgseną organizacijos atžvilgiu (pirkimo ketinimus (Dodds and Monroe, 1985), prekės arba prekės ženklo pasirinkimą (Zeithaml, 1988; (Arvidsson, 2006), emocinį įsipareigojimą organizacijai, pakartotinus pirkimus (Petrick, 2003), lojalumą (Cronin, Brady and Hult, 2000; Parasuraman and Grewal, 2000; Bolton, Kannan and Bramlett, 2000)). Analizuojant kliento suvokiamą dalyvavimo vertės konceptą, remiamasi į paslaugas orientuotos marketingo logikos (Vargo ir Lusch, 2004, 2008), esminėmis nuostatomis, kuriomis pripažįstamas kliento aktyvus vaidmuo vertės kūrime, vertė traktuojama ne kaip objektyvus konceptas, turintis piniginę išraišką, o kaip subjektyvus, individualiai interpretuojamas suvokimas (Zeithaml, 1988; Forsstrom, 2005) priklausantis nuo konteksto, situacijos.

Straipsnyje pristatyti mokslinėje literatūroje sutinkami požiūriai į vertę: vertė kaip komponentų „duoti“ ir „gauti“ palyginimas (angl. trade-off), santykio (proporcijos) radimas (Zeithaml, 1988; Grönroos, 1997; Heskett, Earl Sasser, Schlesinger, 1997), naudų ir kaštų balansavimo, vertinimo, palyginimo procesas, kuris apima tiek kognityvią, tiek emocinę, „intuicinę kalkuliaciją“ (Fornell et al. (1996), Sinha and DeSarbo (1998) in Woodal, 2003). Klientų suvokiama dalyvavimo vertė įvardijama kaip kliento suvokiamų dalyvavimo naudų (gavimų) ir kaštų (praradimų) palyginimas/(isi)vertinimas/santykis. Klientų suvokiamos dalyvavimo naudos traktuojamos kaip klientų suvokiami privalumai, pranašumai, teigiami momentai, kuriuos klientai patiria dalyvaudami vertės kūrimo procesuose. Klientų suvokiami dalyvavimo kaštai pristatomi kaip klientų suvoktos neigiamos pasekmės, praradimai, netekimai, klientui įsitraukus į vertės kūrimą.

Straipsnyje pristatomas ir dažnai mokslinėje literatūroje sutinkamas požiūris į vertę, pagal kurį vertė traktuojama kaip daugiadimensinis konceptas, kur atskiros vertės dimensijos egzistuoja kartu.

Siekiant atskleisti klientų suvokiamos dalyvavimo vertės konceptą ir sukonstruoti klientų suvokiamos

dalyvavimo vertės modelį, buvo pasitelkta fokusuota grupinė diskusija (7 fokusuotos grupinės diskusijos, vienoje grupėje — 8-11 respondentų, iš viso — 64 asmenys), kurios metu tyrimo dalyviai analizavo ir reflektavo savo dalyvavimo paslaugų teikimo procesuose patirtis, diskutavo identifikuojant patiriamas naudas ir kaštus.

Tyrimo rezultatų analizei pasirinktas turinio analizės metodas, kuriuo buvo atskleista, ką reiškia užfiksuoti dalyvių naratyvai. Analizė buvo atliekama išskiriant reikšminius teksto vienetus, suskaldant juos į mažesnes dalis, po to jas suskirstant į kategorijas. Atliekant atskirų kategorijų analizę, buvo nustatomos subkategorijos, charakterizuojamas jų turinys ir tarpusavio sąsajos (pagal Cropley, 2002; Denscombe, 2010).

Tyrimo rezultatų pagrindu išskirtos keturios temos (klientų suvokiamos dalyvavimo vertės dimensijos): „Kokybė“, „Kaina“, „Žinios“ ir „Emocija“, apimančios klientų suvokiamas naudas ir kaštus. Kiekvienoje temoje nustatytos ją sudarančios naudų ir kaštų kategorijos. Temos „Emocija“ kategorijose „Pozityvi emocinė būseną“ ir „Negatyvi emocinė būseną“ išskirtos ir subkategorijos. Turinio analizės rezultatai rodo, kad dalyvavimo situacijos pasižymi dichotomiškumu. Tyrimo dalyviai, reflektuodami asmenines patirtis, apie dalyvavimą dažniausiai kalba kaip apie situaciją, kurioje vienu metu atsiskleidžia ir naudos, ir kaštai.

Atlikto tyrimo rezultatų pagrindu sukonstruotas klientų suvokiamos dalyvavimo vertės modelis parodo, kad dalyvavimo vertė atsiskleidžia keturiomis dimensijomis: kokybės, kainos, žinių ir emocijos, tačiau naudų ir kaštų (jų vidaus taškų) rinkinys yra individualus. Suvokiamų naudų ir kaštų trajektorijos skirtingose dimensijose (kokybės, kainos, žinių ir emocijos) priklausomai nuo situacijos (pvz. paslaugų tipo, paslaugų teikėjo kvalifikacijos, požiūrio į klientą) ir asmens savybių (pvz. patirties, išsilavinimo) įgauna unikalų derinį.

Kliento suvokiamos dalyvavimo vertės modelyje pagrindinė yra kokybės dimensija. Tai yra pirminis dalyvavimo vertės suvokiny, turintis tiek teigiamą, tiek neigiamą konotaciją. Kaip dalyvavimo nauda suvokiama galimybė pasinaudoti kliento teisėmis, užsitikrinti bazinę kokybę, individualizuoti paslaugą, užtikrinti kokybę kitiems, sutaupyti laiko. Vis dėlto klientas suvokia ir tai, kad įsitraukdamas jį gali prarasti: bazinę kokybę, pagarbą sau, kaip klientui, laiką.

Bevaisės papildomos pastangos, tikimybė netekti paslaugos teikėjo arba įsipareigojimas per prievartą taip pat yra suvokiami kaip kokybės dimensijos dalyvavimo kaštai.

Su kliento suvokiamos dalyvavimo vertės kokybės naudomis ir kaštais tiesiogiai susijusi Kainos dimensija. Jos naudų ir kaštų turinį sudaro kainos pokyčių suvokiniai (angl. *perceptions*): aktyvus dalyvavimas padeda klientui sumažinti kainą, apsisaugoti nuo apgavystės, tačiau kaina dėl kliento išitraukimo gali ir išaugti. Žinių dimensija yra vienpusė. Joje atspindimos tik klientų suvokiamos tokios dalyvavimo naudos kaip galimybė gauti naujų žinių, susirinkti papildomos informacijos, pasirengti susitikimui su paslaugos teikėju. Emocijos dimensija dažniausia yra

nesavarankiškas suvokiamos dalyvavimo vertės modelio komponentas, kylantis klientui atpažįstant patiriamas kokybės, kainos, žinių dimensijų naudas ir kaštus.

Pateiktas klientų suvokiamos dalyvavimo vertės modelis sujungia vertės kaip „gauti“ ir „duoti“ bei vertės, kaip daugiamačio koncepto nuostatas, teigiant, kad kliento suvokiama vertė yra visuminis kliento suvokiamų atskirų dalyvavimo vertės dimensijų naudų ir kaštų vertinimas. Nors modelis yra universalus, modelio projekcija konkrečios situacijos ir konkretaus individo atveju turės vis kitą konfigūraciją (kitą naudų ir kaštų suvokinių derinį).

Pagrindiniai žodžiai: klientų suvokiama vertė, dalyvavimo vertė, vertės dimensijos.

The article has been reviewed.
Received in October 2013, accepted in December 2013.