

Service Ecosystem: the Cogenetic Triadic Relationships in consumer motivation to co-create value.

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Resumo

This article aimed to identify the importance of cogenetic triadic relationships (self-others-culture) in consumers' desire to interact with the ecosystem in which continuous service in shared use occurs (CSSU). Although previous research has addressed the experiences of multiple players in services, the understanding of what motivates the individual's actional self to desire to co-create experiences and value has not yet been fully explored. From qualitative nature, the study interviewed fifty CSSU users in gyms across the five Brazilian regions, using semi-structured questionnaires. The analysis was conducted using Atlas TI software, performing axial coding based on the main elements of the literature review. The results showed that value co-creation in CSSU experiences is impacted in multiple and interconnected ways among the analyzed dimensions. Individuals are more motivated to co-create their experiences in a CSSU ecosystem when positive interaction impacts the triadic relationship, and the absence of one or more elements negatively impacts the desire to act. By triangulating with the Social Exchange Theory, this article advances the literature by presenting cogenetic triadic relationships for service marketing.