A Conceptual Framework of Value Co-Creation in Recurring Sport Events

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Value co-creation encompasses two nested concepts in service marketing: co-production and value-in-use (Lusch & Vargo, 2006). Co-production refers to “participation in the creation of the core offering itself” (Lusch & Vargo, 2006, p. 284). Value-in-use represents “value can only be created with and determined by the user in the consumption process or through use” (Lusch & Vargo, p. 284). However, a majority of studies have yet to recognize co-production as a crucial element of value co-creation in sport management literature. Additionally, scholars have yet to delineate any additional value co-creation dimensions or sub-dimensions. These sub-dimensions can help event managers implement policies that generate more successful value co-creation at sport events. Lastly, the impact of value co-creation on behavior intentions are still open questions in a recurring sport event context. Therefore, the first purpose of this study was to generate a conceptual model of value co-creation and its sub-dimensions. Second, we proposed a model theorizing the structural relationship among value co-creation components and behavior intentions (i.e., word-of-mouth (WOM) and support intentions) that are critical in the success of recurring sport events.

Value co-creation is proposed as a 3rd-order model that encompasses value co-production and value-in-use. Value co-production is further theorized to include three 1st-order components (i.e., knowledge, equity, and interaction), and value-in-use is conceptualized to consist of three 1st-order constructs (i.e., experience, personality, and relationship). Social exchange theory was adopted as theoretical guidance to propose the relationship between value co-creation and behavioral intentions (Assiouras, Skourtis, Giannopoulos, Buhali, & Koniorios, 2019; Preikschas, Cabanelas, Rüdiger, & Lampón, 2017). Therefore, it is plausible to expect that the event spectators will enhance advocacy through WOM and support intentions by interacting with tangible and intangible resources provided by the event organizers.

The above analysis leads to the following propositions:

Proposition 1: Knowledge, equity, and interaction are associated with co-production.
Proposition 2: Experience, personality, and relationship are associated with value-in-use.
Proposition 3: Value co-creation positively impacts sport spectators' behavior intentions in the form of WOM and support intentions.

This study explores value co-creation that occurs between sport spectators and events where spectators are regarded as active participants in co-production and where value-in-use is always decided by the sport spectators. Furthermore, this study attempts to determine the multidimensional theoretical nature of value co-creation through the addition of co-production as a core element necessary for viewing value co-creation. From a sport event perspective, the value-in-use suggests the notion that in order to support spectators' value creation, event organizers should strive to get involved in the processes when spectators are experiencing the event, personalizing the event, and building relationships with the event. Importantly, value co-creation is not limited to the perception of value-in-use; rather, it is also associated with the co-production process. It is suggested that event organizers implement strategies to help spectators become involved in the event production process. They may choose to train or incentivize their staff to continuously offer updated and diverse event information and illustrations, facilitate spectator involvement in event decision-making processes, and allow existing spectators to state their specific demands.