

Value co-creation relating to cultural and health services



Service providers need to obtain a competitive edge generated from memorable experiences in order to retain their customers. The consumer activity during the co-creation process, the support of the activity during the co-creation process enables service providers to fit their services to the consumers' needs. In international research there are two recognised types of customers' co-creation behaviour; consumer participation behaviour and consumer citizenship behaviour. Customer participation behaviour refers to the required role of customer, which is necessary for successful value co-creation. Customer citizenship behaviour is voluntary behaviour, which gives extra value to the firm. For purpose of our research we conducted a survey with reference to two generations (Y and X). We applied factor analyses and determined the dimensions, factors of customer participation and citizenship behaviour. The findings can be used to identify the level of consumer co-creation, to support co-creation behaviour and to segment the service's market.

INTRODUCTION

The services sector faces challenges in the 21th century. Lifestyle and the structure of consumption have changed, especially among the young generations. Service providers need to develop a competitive advantage on the market to secure a share of consumers' leisure time. One strategy is co-creation, which means a mutual creation of value and experience, especially in the case of cultural services and services for health and body image.^[2] According to the concept of Service Dominant Logic (SDL) the customers are always active participants and collaborative partners in exchanges, customers co-create value

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[2] Ercey, I. (2014): *Közös az értékteremtés a kulturális szektorban?* Marketing&Menedzsment, 48(3). 36-46.

with the firm.^[3] Gummesson and Grönroos^[4] and Grönroos and Voima^[5] developed the Service Logic theory, which differs from SDL, and the authors state that value co-creation is primarily a function of interaction between employees and customers. Previous studies of co-creation focused on generic and industry specific (retail, tourism, health, and manufacturing) empirical studies.^[6] The authors discuss the frameworks of co-creation from the aspect of the encounters, the suppliers and the customers. In generic frameworks customer contributions and behaviour are distinguished. According to the authors' approach other studies describe the attributes of co-creation from the aspect of the customer,^[7] the experience,^[8] the capability,^[9] the service,^[10] the value,^[11] the roles,^[12] and the activities.^[13] Durugbo and Pawar^[14] developed a unified model for co-creation that integrates the functions of the supplier and consumer involvement based on existing value-in-exchange and value-in-use and for selecting co-creation techniques. In marketing literature few paper investigate the dimensions of the customer value co-creation behaviour. Previous authors use a multidimensional approach to explore the components of the customer value co-creation behav-

[3] Vargo, S. L. – Lusch, R. F. (2008): *Service-Dominant Logic: Continuing the Evolution*, Journal of the Academy of Marketing Science, 36. 1-10.

[4] Gummesson, E. – Grönroos, C. (2012): *The emergence of the new service marketing: Nordic school perspectives*. Journal of Service Management, 23(4). 479-497.

[5] Grönroos, C. – Voima, P. (2013): *Critical Service Logic: Making Sense of Value Creation and Co-creation*. Journal of the Academy of Marketing Science, 41(2). 133-50.

[6] Oh, L. B. – Teo, H. H. (2010): *Consumer value co-creation in a hybrid commerce service-delivery system*. International Journal of Electronic Commerce, 14. 35-62.; Prebensen, N. K. – Foss, L. (2011): *Coping and co-creating in tourist experiences*. International Journal of Tourism Research, 13. 54-67.; Gill, L. – White, L. – Cameron, I. D. (2011): *Service co-creation in community-based aged healthcare*, Managing Service Quality, 21. 152-177.

[7] Tynan, Caroline – McKechnie, Sally – Chhuon, Celine, (2010): *Co-creating value for luxury brands*, Journal of Business Research, 63(11). 1156-1163.

[8] Gentile, C. – Spiller, N. – Noci, G. (2007): *How to sustain the customer experience: An overview of experience components that co-create value with the customer*. European Management Journal, 25. 395-410.; Prahalad, C. K. – Ramaswamy, V. (2004): *Co-creation experiences: The next practice in value creation*. Journal of Interactive Marketing, 18. 5-14.

[9] Yoshirou, Fujioka (2009): *A consideration of the process of co-creation of value with customers*. Artificial Life and Robotics, 14(2) 101-103.

[10] 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. 145-152.

[11] Ueda, K. – Takenaka, T. – Fujita, K. (2008): *Toward value co-creation in manufacturing and servicing*. CIRP Journal of Manufacturing Science and Technology, 1. 53-58.

[12] Andreu, L. – Sanchez, I. – Mele, C. (2010): *Value co-creation among retailers and consumers: New insights into the furniture market*. Journal of Retailing and Consumer Services, 17(4). 241-250.; Grönroos, C. (2008): *Service logic revisited: Who creates value? And who cocreates?* European Business Review, 20. 298-314.

[13] Gebauer, H. – Johnson, M. – Enquist, B. (2010): *Value co-creation as a determinant of success in public transport services: A study of the Swiss Federal Railway operator (SBB)*. Managing Service Quality: An International Journal, 20(6). 511-530.

[14] Durugbo, C. – Pawar, K. (2014): *A unified model of the co-creation process*. Expert Systems with Applications, 41(9). 4373-4387.

our.^[15] Besides this other researchers apply a one-dimensional approach and use single- or multiple-item measures.^[16] Yí and Gong^[17] identified the dimensions of customer behaviour in co-creating value, and developed a scale to measure it. Companies can use this scale to detect the weaknesses and strengths of the customer value co-creation behaviour.

Marketing literature lacks research regarding co-creation consumer behaviour in different service types of culture and healthy lifestyle. Our study aims to identify whether the co-creation concept and the positive consumer attitude towards the theory is relevant related to various service industries. The consumer activity during the co-creation process, the support of the activity during the co-creation process enables the service providers to fit their services to the consumers' needs. We formulated four research questions to investigate factors of customer participate behaviour and customer citizenship behaviour in cultural activities and health context. The findings can be used to identify the level of consumer co-creation and to support co-creation behaviour.

LITERATURE REVIEW OF CUSTOMER VALUE CO-CREATION BEHAVIOUR

According to service dominant logic (SDL) the co-creation value is developed by mutual activity of the consumer and the service provider through establishment of different sources. The value is determined in use through activities and interactions of customers with the service provider and other customers. The concept of SDL places the intangible resources, co-creation and relationships into the focus of marketing. Co-creative customers are those customers who are capable to apply their competencies providing the service for the benefit of other customers and themselves. These customers not only co-produce but also co-consume or collaborate with firms and other customers.

Previous studies have explored the nature and the dimensions of customer value co-creation behaviour. In a conceptual paper, the authors divide the value co-creation into six dimensions or types of actions performed by users and providers. Researchers also identified the antecedents (communicative inter-

[15] Bettencourt, L. A. (1997): *Customer voluntary performance: Customers as partners in service delivery*. Journal of Retailing, 73. 383-406.; Groth, M. (2005): *Customers as good soldiers: Examining citizenship behaviours in internet service deliveries*. Journal of Management, 31. 7-27.; Bove, L. L. - Pervan, S. J. - Beatty, S. E. - Shiu, E. (2008): *Service worker role in encouraging customer organizational citizenship behaviours*. Journal of Business Research, 62. 698-705.

[16] Cermak, D. S. P. - File, K. M. - Prince, R. A. (1994): *Customer participation in service specification and delivery*. Journal of Applied Business Research, 10. 90-97.; Dellande, S. - Gilly, M. C. - Graham, J. L. (2004): *Gaining compliance and losing weight: The role of the service provider in health care services*. The Journal of Marketing, 68. 78-91.; Fang, Eric - Palmatier, R. W. - Evans, K. R. (2008): *Influence of Customer Participation on Creating and Sharing New Product Value*. Journal of the Academy of Marketing Science, 36. 322-336.

[17] Yi, Y. - Gong, T. (2013): *Customer value co-creation behaviour: scale development and validation*. Journal of Business Research, 66. 1279-1284.

active profile-, relational- social profile -, and knowledge- cognitive profile) of the concept.^[18] However, their model does not conform to the assumptions of Vargo and Lusch,^[19] because it does not completely follow the SDL concept but complies with Grönroos and Voima.^[20] Furthermore, this theoretical paper included no empirical validation. Regarding empirical research, Randall et al.,^[21] Mc-Coll Kennedy et al.,^[22] Yi and Gong^[23] and Chen and Raab^[24] are particularly relevant.

The first study^[25] proposes the construction of a measurement scale composed of three dimensions: connection, trust and commitment. The authors used a mixed method, a combination of qualitative (in-depth interviews) and quantitative (survey) analysis techniques, for examination of customer relationship management.

In the second work, Mc-Coll Kennedy et al.^[26] has divided the construct into eight activities, pinpointing the different types of value co-creation practices in terms of activities and interactions actually accomplished by users, not only in the moment of interaction with employees. The researchers have identified eight value co-creation activities: cooperating, collating information, combining complementary therapies, co- learning, changing ways of doing things, connecting, coproduction and cerebral activities. However, they did not semantically analyse the differences between the dimensions, but merely present examples derived from respondents' answers. It is proposed that customer value co-creation behaviour has a hierarchical factor structure, which in turn can be divided into several sub-dimensions: cognitive activities, cooperation, information research and collation, combination of complementary activities, changing habits, co-production, co-learning and connection.

Yi and Gong^[27] applied third order factor through the lens of two theories: customer participation behaviour and customer citizenship behaviour, related respectively to the concepts of in-role behaviours and extra-role behaviours. Customer participation behaviour belongs to the required behaviour

[18] Neghina, C. – Caniëls, M. C. J. – Bloemer, J. M. M. – Van Birgelen, M. J. H. (2014): *Value co-creation in service interactions: Dimensions and antecedents*, Marketing Theory, 10. 1-22.

[19] Vargo, S. L. – Lusch, R. F. (2008): op. cit. 1.

[20] Grönroos, C. – Voima, P. (2013): op. cit. 1.

[21] Randall, W. S. – Gravier, M. J. – Prybutok, V. R. (2011): *Connection, trust, and commitment: dimensions of co-creation?* Journal of strategic marketing, 19(1). 3-24.

[22] McColl-Kennedy, J. R. – Vargo, S. L. – Dagger, T. S. – Sweeney, J. C. – van Kasteren, Y. (2012): *Health Care Customer Value Cocreation Practice Styles*. Journal of Service Research, 15(4). 370-389.

[23] Yi, Y. – Gong, T. (2013): op. cit. 2.

[24] Chen, S. C. – Raab, C. (2014): *Construction and validation of the customer participation scale*. Journal of Hospitality Tourism Research, esdoi: 10.1177/1096348014525631.

[25] Randall, W. S. – Gravier, M. J. – Prybutok, V. R. (2011): op. cit. 3.

[26] McColl-Kennedy, J. R. – Vargo, S. L. – Dagger, T. S. – Sweeney, J. C. – van Kasteren, Y. (2012): op. cit. 3.

[27] Yi, Y. – Gong, T. (2013): op. cit. 2.

necessary for successful value co-creation. Customer citizenship behaviour is voluntary behaviour that provides extraordinary value to the firm but is not necessarily required for value co-creation.^[28] The empirical results show that in-role and extra-role behaviours follow different patterns and have different antecedents and consequences.^[29] Yi and Gong^[30] conceptualized the customer value co-creation behaviour as a multidimensional concept, which consists of two factors (customer participation behaviour and customer citizenship behaviour), and each factor contains multiple dimensions. Customer participation behaviour comprises of four dimensions: information seeking, information sharing, responsible behaviour, and personal interaction. Besides this customer citizenship behaviour consists of feedback, advocacy, helping, and tolerance.

Finally, Chen and Raab^[31] developed and validated the mandatory customer participation (MCP) scale which originated from the Engel-Blackwell-Kollat model. This scale can be divided into three dimensions: information participation, attitudinal participation and actionable participation. Authors applied this scale to investigate the consumer decision process related to the restaurant service. Table 1 shows the focus and research methods relating to customer value co-creation behaviour.

Table 1: Focus and research methods of customer value co-creation behaviour

Focus	Research methods	Authors
Conceptual paper		Neghina et al (2014)
Church	Qualitative and quantitative	Randall et al (2011)
Health sector	Qualitative	McCull Kennedy (2012)
Several industries: retailing, full-service restaurant, hair salons, health care facilities, and travel.	Qualitative and quantitative	Yi and Gong (2013)
Restaurant	Qualitative and quantitative	Chen and Raab (2014)

Source: own compilation.

Information seeking is important for customers because information reduces uncertainty and helps to understand and control their co-creation conditions.

[28] Groth, M. (2005): op. cit. 2.; Bove, L. L. - Pervan, S. J. - Beatty, S. E. - Shiu, E. (2008): op. cit. 2.; Yi, Y. - Gong, T. (2008): *If employees “go the extra mile”, do customers reciprocate with similar behaviour?* Psychology and Marketing, 25. 961-986.; Yi, Y. - Natarajan, R. - Gong, T. (2011): *Customer participation and citizenship behavioural influences on employee performance, satisfaction, commitment, and turnover intention.* Journal of Business Research, 64. 87-95.

[29] Groth, M. (2005): op. cit. 2.; Yi, Y. - Natarajan, R. - Gong, T. (2011): op. cit. 4.

[30] Yi, Y. - Gong, T. (2013): op. cit. 2.

[31] Chen, S. C. - Raab, C. (2014): op. cit. 3.

Besides, information seeking enables customers to perform their role as value co-creators.^[32] For successful value co-creation, customers should share information with employees.^[33] If customers do not share essential information, the employees cannot begin or perform their duties^[34] and the quality of value co-creation may be poor. The customers' responsible behaviour pertains to identify their duties and responsibilities as partial employees in value co-creation. The customers need to be cooperative and accept directions from employees for successful value co-creation.^[35] The personal interaction refers to interpersonal relations between customers and employees, which are necessary for successful value co-creation. The interaction between customers and employees contains courtesy, friendliness, and respect.^[36] Furthermore, the positive social environment of service influences the customers to engage in value co-creation.^[37] Customer feedback gives information to the employee, which helps the employees and the firm to improve the service creation process.^[38] Customers offer suggestions to the employees, because customers have experience with the service and are experts from a customer perspective.^[39] Feedback from customers can be valuable, and constitutes extra-role behaviour. The advocacy refers to recommending the firm or the employee to others, such as friends or family.^[40] Positive word-of-mouth contributes to the development of a positive firm reputation, promotion of the firm's products and services, higher service quality evaluations, and it is an indicator of customer loyalty.^[41] The advocacy is voluntary and optional for the successful value co-creation. The help implies the customer behaviour to directly assist other customers in a service co-creation process. The authors^[42] note that customers recall their own experiences to help other customers experiencing similar difficulties. Tolerance denotes to the customer willingness to be patient when the service delivery does not meet the customer's expectations of correct

[32] Kelley, S. W. - Donnelly, J. H. - Skinner, S. J. (1990): *Customer participation in service production and delivery*. Journal of Retailing, 66. 315-335.; Morrison, E. W. (1993): *Newcomer information seeking: Exploring types, modes, sources, and outcomes*. The Academy of Management Journal, 36. 557-589.

[33] Lengnick-Hall, C. A. (1996): *Customer contributions to quality: A different view of the customer-oriented firm*. The Academy of Management Review, 21. 791-824.

[34] Ennew, C. T. - Binks, M. R. (1999): *Impact of participative service relationships on quality, satisfaction and retention: An exploratory study*. Journal of Business Research, 46. 121-132.

[35] Bettencourt, L. A. (1997): op. cit. 2.

[36] Ennew, C. T. - Binks, M. R. (1999): op. cit. 5.; Kelley, S. W. - Donnelly, J. H. - Skinner, S. J. (1990): op. cit. 4.

[37] Lengnick-Hall, C. A. (1996): op. cit. 4.

[38] Groth, M. - Mertens, D. P. - Murphy, R. (2004): *Customers as good soldiers: Extending organizational citizenship behaviour research to the customer domain*. In: Turnipseed, D. L. (ed.): *Handbook of organizational citizenship behaviour*. Nova Science Publishers, Hauppauge, N. Y. 411-430.

[39] Bettencourt, L. A. (1997): op. cit. 2.

[40] Groth, M. - Mertens, D. P. - Murphy, R. (2004): op. cit. 5.

[41] Bettencourt, L. A. (1997): op. cit. 2.; Groth, M. - Mertens, D. P. - Murphy, R. (2004): op. cit. 5.

[42] Rosenbaum, M. S. - Massiah, C. A. (2007): *When customers receive support from other customers: Exploring the influence of intercustomer social support on customer voluntary performance*. Journal of Service Research, 9. 257-270.

services.^[43] Customer tolerance may help the firm because service encounter failure is the second largest cause of customer switching behaviour.^[44] We collected dimensions from different papers concerning customer value co-creation activities. These dimensions are summarized in Table 2.

Table 2: Measurement of the customer value co-creation activities

Dimensions or customer activities	Authors
Individuating, relating, empowering, ethical, developmental, and concerted joint actions.	Neghina et al (2014)
Trust, commitment, and connection.	Randall et al (2011)
Cooperation, searching and sorting information, combining complementary activities, co-learning, changing habits, connecting, co-production and cerebral activities.	McColl Kennedy (2012)
Customer participation behaviour (information seeking, information sharing, responsible behaviour, and personal interaction). Customer citizenship behaviour (feedback, advocacy, helping, and tolerance).	Yi and Gong (2013)
Information participation, attitudinal participation, actionable participation.	Chen and Raab (2014)

Source: own compilation.

EMPIRICAL RESEARCH: RESEARCH QUESTIONS, METHODOLOGY AND RESULTS

In our empirical research we focused on the examination of the level of voluntary and non-voluntary co-creation behaviour in terms of different services. We search for answers to the research questions below in the cultural and healthy lifestyle services context:

1. What are the dimensions of customer participation behaviour in co-creation of cultural and healthy lifestyle services?
2. What are the dimensions of customer citizenship behaviour in co-creation of cultural and healthy lifestyle services?

For the purpose of our research we conducted a survey this year in April and May. The target population of our quantitative research is two segments, which can be separated based on age, family and occupy status: generations Y and X. The consumption preferences of members of the millennial generation, especially students, is a meaningful research topic in domestic and also international research.^[45] We applied a quota sampling method using quotas for ages and gender.

[43] Lengnick-Hall, C. A. (1996): op. cit. 4.

[44] Keaveney, S. M. (1995): *Customer switching behaviour in service industries: An exploratory study*. The Journal of Marketing, 59. 71-82.

[45] Platz, P. - Veres, Z. (2014): *Understanding consumer preference biases*. Journal of Applied Economics and Business 2(1). 105-119.; Platz, P. (2014): *Egy gazdaságtudományi axióma marketing manifesztációja*. Tér - Gazdaság - Ember, 2(1). 9-23.

The sample size is 335 persons and 57 percent of them are between the age of 18-26 and the other part belongs to generation X. 40% of the respondents are women and 60% are male. Twenty three percent of the respondents live in county seats where more kinds of services are provided than in other cities (46%) or villages (31%). The composition of the sample is based on age: the rate of 18-26-age category is 57 percent (192 persons), and the rate of elderly people is 43 percent (143 persons).

For the examination of our research questions first we adopted a previous scale^[46] to measure co-creative customer behaviour. Our decision was confirmed by an adaptation of scale in Spain and its results.^[47] We asked the respondents to evaluate their last cultural activities (e.g. theatre, interactive museum, festival) or services to health and body image to investigate customer co-creation behaviour. A notable part of young respondents participated in cultural activities (58%), and used a health service (42%). The older ones preferred health services (52%), and less of them visited a cultural provider (48%). We assumed that a generation gap exists in cooperation skills of the service production. Our results show that seeking information is more important for members of generation X than for students. Furthermore, the elderly have more a favourable attitude to information sharing with personnel.^[48] We found that elements of the respondents' citizenship behaviour are lower level than participation behaviour. According to the results there is only one variable of feedback; advocacy and helping gave appreciable values in case of generation X.^[49]

For recognizing dimensions of customer participation behaviour we measured it using 15 items (on five point scale) according to validated scale.^[50] Exploratory factor analysis was conducted on the items of the customer value co-creation activities to recognize the dimensions of customer participation behaviour. The KMO (0.875 > 0.7.) and Bartlett test (2029.124, Sig. =0.000) indicate that the data is suitable for factor analysis.^[51] We found three factors by applying Principal components analysis and Varimax rotation method. The cumulative percentage of explained variance by extracted factors is 61.4 percent, which is above the expected level (60%). The original 15 items are appropriate for the measurement the individuals' role to perform the service. Cronbach analysis supported the reliability of the participation behaviour scale ($\alpha=0.896$). The information seeking and information sharing can be distinguished within the customer participation behaviour similarly to previous pieces of research about services. But the elements of responsible behaviour and personal interaction constitute one factor.

[46] Yi, Y. - Gong, T. (2013): op. cit. 2.

[47] Revilla-Camacho, M. A. - Vega-Vázquez, M. - Cossio-Silva, F. J. (2015): *Customer participation and citizenship behaviour effects on turnover intention*, Journal of Business Research, 68(7). 1607-1611.

[48] Ercsey, I. - Platz, P. (2015): Fogyasztói magatartás vizsgálata a közös értékteremtés tükrében. In: *Marketing hálózaton innen és túl. Az Egyesület a Marketing Oktatásért és Kutatásért XXI. Országos Konferenciájának tanulmánykötete*. 113-124.

[49] Ercsey, I. - Platz, P. (2015): op. cit. 6.

[50] Yi, Y. - Gong, T. (2013): op. cit. 2.

[51] Malhotra, N. K. (2010): *Marketing Research*. Pearson, New Jersey. 638-649.

This result is due to inconsistent previous research,^[52] because English and Spanish respondents made a distinction between the factors of personal interaction and responsible behaviour. The items of customers' responsible behaviour emerge in interaction between personnel and customer and they are necessary to produce the successful service expected by customers. This factor in connection with personal interaction contains the respondents' attitude and behaviour to the personnel and provider. We summarized the results of factor analysis in Table 3.

Table 3: Factors of customer participation behaviour

Variables of customer participation behaviour	F1 Personal interaction and responsible behaviour	F2 Information sharing	F3 Information seeking
	Factor loadings		
I was friendly and kind to the employee.	0.799		
I was polite to the employee.	0.764		
I fulfilled responsibilities to the business.	0.750		
I adequately completed all the expected behaviours.	0.749		
I performed all the tasks that are required.	0.723		
I was courteous to the employee.	0.672		
I followed the employee's directives or orders.	0.671		
I didn't act rudely to the employee.	0.632		
I gave the employee proper information.		0.855	
I provided necessary information so that the employee could perform his or her duties.		0.849	
I clearly explained what I wanted the employee to do.		0.791	
I answered all the employee's service-related questions.		0.693	
I have asked others for information on what this service offers.			0.720
I have paid attention to how others behave to use this service well.			0.675
I have searched for information on where this service is located.			0.542
Explained variance	37.4%	15.2%	8.8%

Source: own compilation.

[52] Yi, Y. – Gong, T. (2013): op. cit. 2.; Revilla-Camacho, M. A. – Vega-Vázquez, M. – Cossio-Silva, F. J. (2015): op. cit. 6.

The order of the factors and the percentage of explained variance by factors show that in service production the respondents' responsible behaviour and the quality of personal interaction play a bigger role than the information sharing and information seeking factors. As we expected, in customer participation behaviour we can differentiate between information sharing, information seeking, and personal interaction-responsible behaviour dimensions, three distinct dimensions can be recognised in the co-creation of cultural and healthy lifestyle services.

For recognizing dimensions of customer citizenship behaviour we measured it using 13 items (on five point scale) according to validated scale.^[53] Exploratory factor analysis was conducted on the items of the customer value co-creation activities to recognize the dimensions of customer participation behaviour. The KMO (0.761 > 0.7,) and Bartlett test (1371.905, Sig. =0.000) indicate that the data is suitable for factor analysis.^[54] We found four factors by applying Principal components analysis and Varimax rotation method. The cumulative percentage of explained variance by extracted factors is 65.7 percent, which is above the expected level (60%). The original 13 items are appropriate for the measurement the individual' extra role to perform the service. Cronbach analysis supported the reliability of the participation behaviour scale ($\alpha=0.874$). Giving help, advocacy, tolerance and feedback can be distinguished within the customer voluntary behaviour similarly to previous pieces of research about services. Our result corresponds to the numbers and names of factors in previous studies. These factors imply extra value to the provider in case of customer 'active' behaviour. Two recognised factors, tolerance and feedback, emerge in the relationship between the respondents and personnel. The other factors, giving help and advocacy are realized in the transaction between the respondents and other customers. We summarized the results of factor analysis in Table 4.

Table 4: Factors of customer citizenship behaviour

Variables of consumer citizenship behaviour	Factor1 Helping	Factor2 Advocacy	Factor3 Tolerance	Factor4 Feedback
	Factor loadings			
I teach other customers to use the service correctly.	0.826			
I give advice to other customers.	0.772			
I help other customers if they seem to have problems.	0.764			
I assist other customers if they need my help.	0.681			

[53] Yi, Y. – Gong, T. (2013): op. cit. 2.

[54] Malhotra, N. K. (2010): op. cit. 7.

Variables of consumer citizenship behaviour	Factor1 Helping	Factor2 Advocacy	Factor3 Tolerance	Factor4 Feedback
	Factor loadings			
I recommended the given service and the employee to others.		0.836		
I encouraged friends and relatives to use the given service.		0.829		
I said positive things about the given service and the employee to others.		0.757		
If the employee makes a mistake during service delivery, I would be willing to be patient.			0.844	
If I have to wait longer than I normally expected to receive the service, I would be willing to adapt.			0.833	
If service is not delivered as expected, I would be willing to put up with it.			0.574	
When I experience a problem, I let the employee know about it.				0.764
When I receive good service from the employee, I comment about it.				0.686
If I have a useful idea on how to improve service, I let the employee know.				0.638
Explained variance	29.7%	14.7%	12.3%	9.0%

Source: own compilation.

The order of the factors and the percentage of explained variance by factors show that in the service production respondents giving help and recommendations to potential customers play a bigger role than the other two factors. The respondents' positive attitude to personnel through tolerance and feedback it is not significant. As we expected, in customer citizenship behaviour we can differentiate between giving help, advocacy, tolerance and feedback dimensions and four behavioural dimensions can be recognised in the co-creation of cultural and healthy lifestyle services.

CONCLUSIONS, FURTHER RESEARCH

In our paper we highlighted the young and older generations' participation and citizenship behaviour by the evaluation of different cultural activities, and services, which contribute to the improvement of health and body image. Our results show that customer feeling for co-creation can be examined with a multi-dimensions construct. The activity and attitude of individuals related to performing extra-role in service interaction is less favourable than the required in-role behaviour. We conclude that value co-creation not only refers to co-production

through the company-customer interaction but also the co-creation of value through customer-to-customer interaction. Moreover, the customers can search for information from the firm directly or indirectly. According to our empirical research the older generation shows greater cooperation based on customer mandatory and voluntary behaviour.

Future research should examine which demographical and psychological features influence customers to participate in service co-creation. It would be very useful to pay more research attention to examining the characteristics of the co-creative customers. The findings can be used to identify the level of consumer co-creation, to support co-creation behaviour and to segment the service's market. Previous researchers revealed the consequences of customer co-creation value behaviour in reference to buying intentions, customer satisfaction, and loyalty. It is a matter of great professional curiosity on our behalf whether the respondents' participation behaviour or citizenship behaviour has a stronger influence on the perceived value of service.

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HUNGARIAN SUMMARY

A szolgáltatóknak fontos az egyediség, az emlékezetes élmények által generált versenyelőny megszerzése a vásárlók megtartása szempontjából. Nemzetközi kutatásokban a vevő közös értékteremtő magatartásának két típusát azonosították: a vevő részvételi magatartását és a vevő fogyasztópolgári magatartását. A vevő részvételi magatartása magában foglalja a vevőtől elvárt szerep betöltését, és azt a magatartást, amely a közös értékteremtés sikeréhez szükséges. A vevő fogyasztópolgári magatartása olyan „önkéntes” magatartás, amely extra-értéket biztosít a cég számára. Tanulmányunk célja annak vizsgálata, hogy milyen faktorok határozzák meg a szolgáltatást igénybevevők részvételi és fogyasztópolgári magatartását a közös értékteremtés során. A kutatás célkitűzésének megfelelően megkérdezést folytattunk le két generációra (Y és X) vonatkozóan. Faktorelemzés alkalmazásával meghatároztuk a fogyasztó részvételi és fogyasztópolgári magatartásának dimenzióit, faktorait. A kutatás eredményei felhasználhatók a közös értékteremtés mértékének azonosításához, a vevők közös értékteremtésben való részvételének támogatásához.



Tibor Szervátiusz: Blessed Virgin and the mythological White Stag, which lead Hunor and Magor, the fathers of Hungarians, into Scythia