

University of Management and Technology

Value co-creation: impact of operand and operant resources on actor experience

A Thesis Submitted to

Department of Marketing School of Business and Economics

In Partial Fulfillment of the Requirements

For the Degree of

Master of Science in Marketing

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Abstract

The concept of service dominant logic has been changed the way in which marketing is understood. Value creation has now transformed and has evolved by shifting its focus towards the customers at their free will by means of different platforms. The study aimed towards looking at what extend does customer resource integration (which can be stated as either operant or operand resources) impacts the customer experiences in a B2C context. However, there are limited service researches which are conducted quantitatively. Consequently, this research will be looking at the travel packages given by travel agents to customers and how the operant resources (co-creation operator and co-creation firm) and operand resources (co-creation space and co-creation tools) impacts customer experiences. The study took data from 215 respondents who had used the services of travel agents and factor analysis was performed to see the validity of operant and operand resources with customer experience and later on reliability was checked to see the consistency of data. Through face analysis score, summated scale was used in multiple regressions. The results indicated that the relative importance of operand resources on customer experience is more than operant resources. The literature explained that both operant and operand resources have an impact on customer experience but in this research operand resources still has more importance on customer experiences and cannot be left behind.

Acknowledgement

I would like to thank my sincere gratitude to Allah Almighty who gave me the strength and increased my knowledge throughout my academic program and provided me with people who helped me throughout my research. Dr. Yasir Rashid (Primary supervisor) without whom I would not have completed this research. His ideas and his knowledge helped me to do this research. His constant motivation helped me throughout. No doubt he has a young and fresh marketing mind full of new and creative ideas. I would also like to thank Sir UmerAyub (Secondary Supervisor) for helping me in all my analysis part. His fatherly attitude helped me to go on with the tricky part of my thesis. I would also thank all the people who helped me and gave me feedback for a better research.

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Chapter 1: Introduction

1.1. Background

Customer evaluations of services have been conceptualized in different ways in the marketing, retailing, and service management literature. Prominent concepts include customer satisfaction (Oliver, 2010), perceived service quality (Parasuraman, Zeithaml, & Berry, 1988), and perceived value (Sweeney & Soutar, 2001). Service experience is a concept which has an attention in practitioners and academics. It involves views on the basis on how and what customers evaluate the offerings of the organizations which are not directly controlled by the company. These views are cognitive, emotional and of behavioral responses.

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