

Customer Coproduction of Services: A Review and Research Opportunities

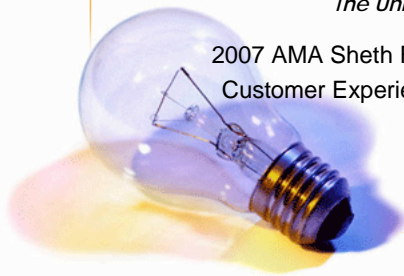
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Customer Experience & Customer Coproduction
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Conceptualizations of Coproduction

“Coproduction is a high level of customer participation when customers are involved in co-creating the service.”

Hubbert (1995)

Claycomb, Lengnick, & Inks (2001)

Hsieh, Yen, & Chin (2004)

“Coproduction represents a range of customer involvement in doing work associated with services (firm production-joint production-customer production).”

Meuter & Bitner (1998)

Honebein & Cammarano (2005)



Conceptualizations of Coproduction

Coproduction Levels	Coproduction Goals	Coproduction Partners
Low (Attendance)	Design of Services	Employees
Moderate (Offer Information, Communicate with Other Customers)	Production & Delivery of Services	Technologies
High (Partial Employee)	Marketing of Services	Other Customers

Hubbert (1995)
Claycomb, Lengnick, & Inks (2001)
Hsieh, Yen, & Chin (2004)

Bettencourt (1997)



Conceptualizations of Coproduction

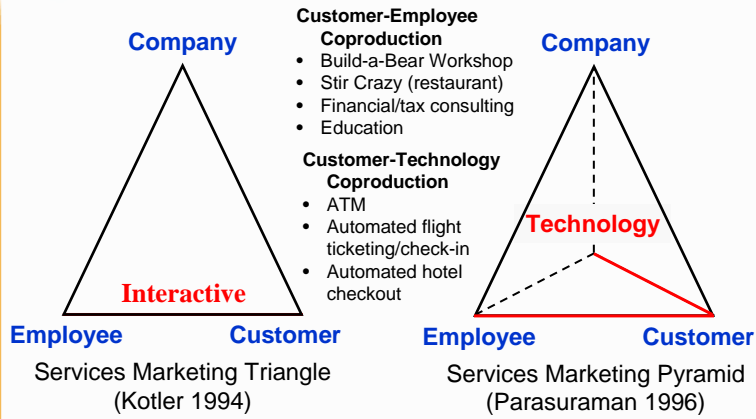
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Frameworks of Customer Coproduction



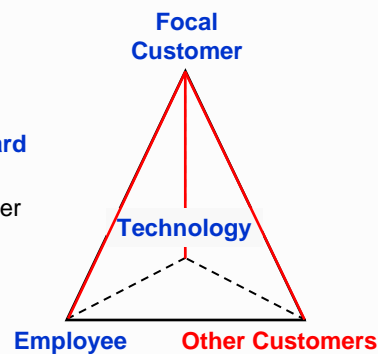
Frameworks of Customer Coproduction

Customer-Customer Coproduction

- Childcare center
- Assisted living home
- Tour group travel

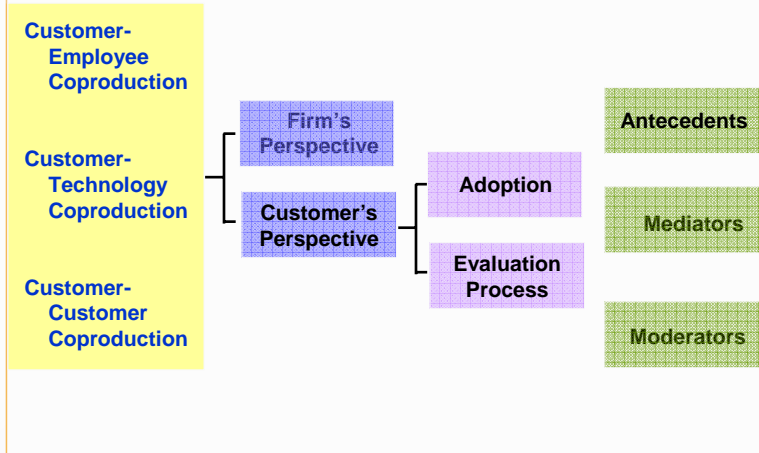
The Servuction System (Langeard et al. (1981))

- Importance of customer-customer interaction

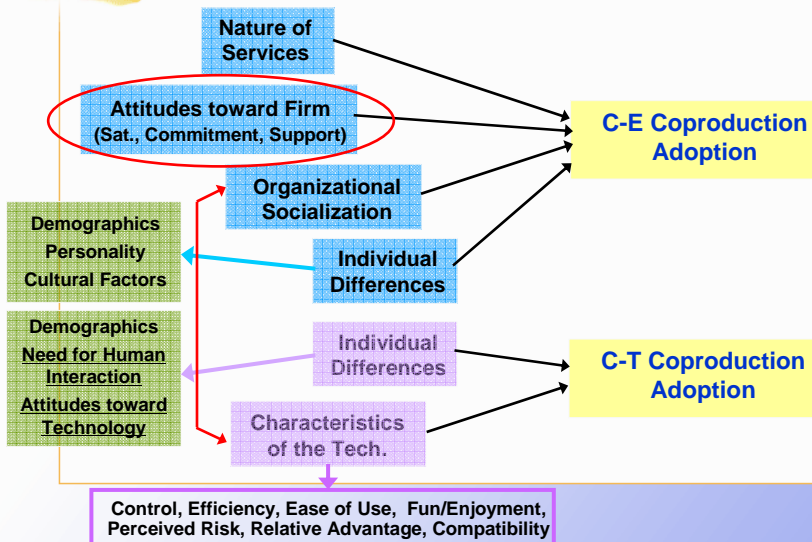




Organization of Review

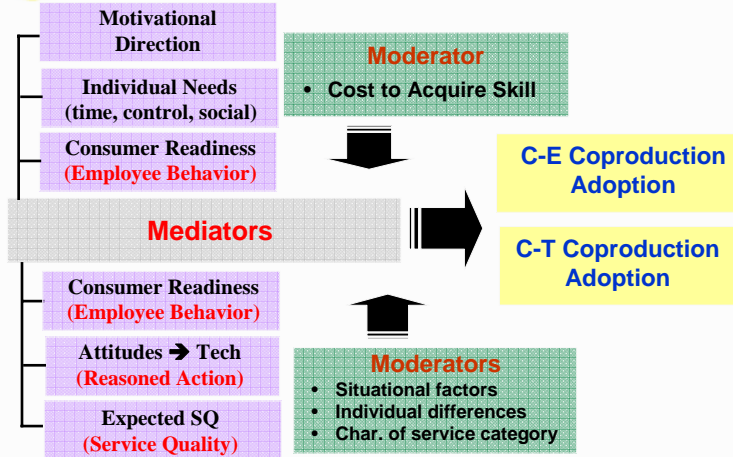


Customer-Employee vs. Customer-Technology Coproduction

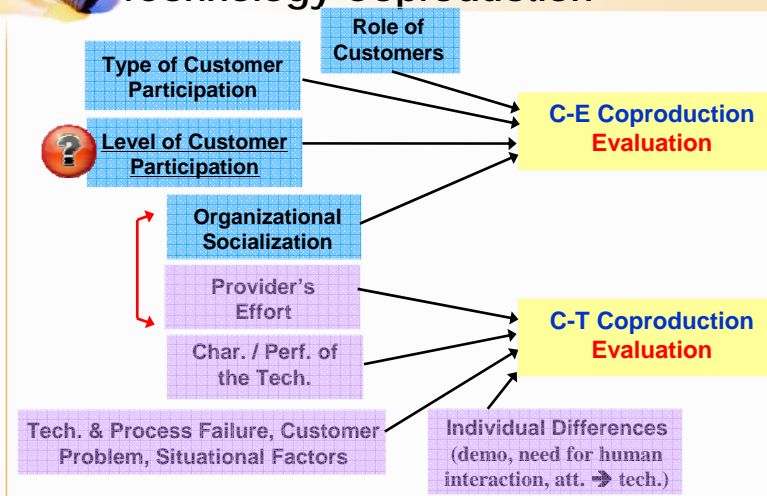




Customer-Employee vs. Customer-Technology Coproduction

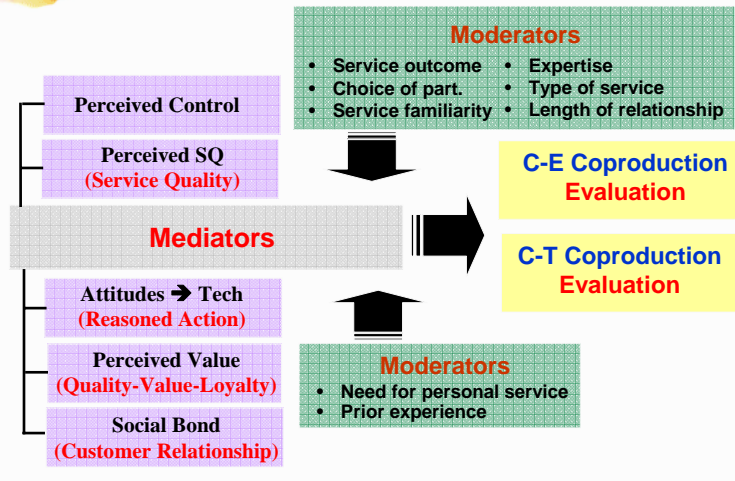


Customer-Employee vs. Customer-Technology Coproduction





Customer-Employee vs. Customer-Technology Coproduction



Customer-Employee & Customer-Technology Coproduction

- **Research Gaps**
 - Moderating effects to establish boundary conditions
 - Underlying process of evaluation?
 - Inconsistent findings on the effect of customer participation/coproduction
 - Applicability of the relationship model of service evaluation?
 - Firm-level research to empirically confirm benefits & costs associated with the infusion of coproduction
 - Coproduction → redistribution of power & effort from employee to customer.
 - Impact on employee?
 - Impact on customer-staff relationship?

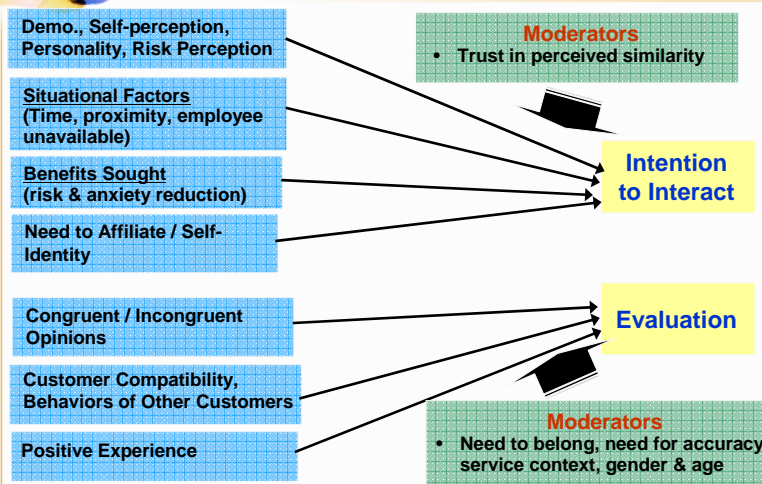


Customer-Customer Coproduction

- Despite many examples of customer-customer coproduction, extant research focuses on customer-customer interactions.
- Exploratory research:
 - Roles of customers in coproduction? Proactive vs. reactive; helper vs. help seekers. (McGrath & Otnes 1995; Harris, Baron, & Davies 1999)
 - Compatibility management of customer-customer interaction (Martin & Pranter 1989; Grove & Fisk 1997)
- Recent research has examined drivers of one's intention to coproduce and the evaluation process. (Parker & Ward 2000; Raghunathan & Corfman 2006)



Customer-Customer Coproduction





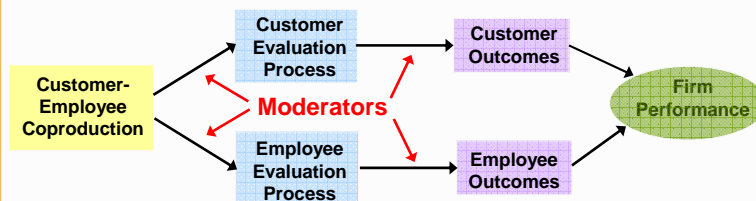
Customer-Customer Coproduction

- **Research Gaps**
 - More research from customer-customer interaction to customer-customer coproduction.
 - Mediating effects to understand the processes of customer-customer coproduction that produce diverse effects on evaluation.
 - How the different (or even mis/match) roles taken up by customers affect their evaluation of the service experience?



Research Opportunities

- **Customer-Employee Coproduction**
 - Lack of research on understanding coproduction from both the customer and employee perspectives
 - Inconsistent results on the effect of coproduction
 - Lack of research on the underlying process that produces coproduction outcomes



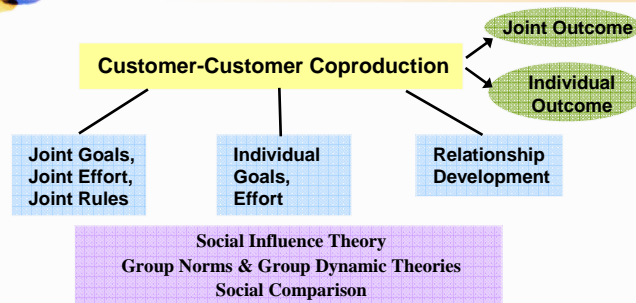


Research Opportunities

- **Customer-Employee Coproduction**
 - Underlying Process (mediation)
 - Value Attainment (Benefit-Cost Tradeoff)
 - Customer (calculative value, social value)
 - Employee (job value, social value)
 - Moderation
 - Social/Cultural Factors
 - Individualism/collectivism
 - Power distance



Research Opportunities



For example:

How social comparison → service experience in customer-customer coproduction?

- Relative performance?
- Relative effort exerted?
- Perceived closeness / interpersonal attractiveness?

Relationship development: cooperation, competition?