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CONTRIBUTION OF VALUE CO-CREATION SUPPORT ELEMENTS TO REPURCHASE INTENTION: A THEORETICAL APPROACH

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ABSTRACT

Objective: this work aims to stablish connections between value co-creation support elements and repurchase intention, by means of some antecedents as trust, commitment and satisfaction.

Methodology/approach: by means of a theoretical reflection, the value co-creation management model proposed by Payne, Storbacka & Frow (2008) and the DART model by Prahalad & Ramaswamy (2004) are revisited, emphasizing the interaction points between suppliers and customers and value co-creation support elements.

Relevance/originality: as no previous studies that have conceptually united these two subjects were identified, commonly treated separately, the present work clarifies how the typical interaction mechanisms of value co-creation processes could help explain repurchase intention by means of some of its antecedents.

Main results
: the connection between value co-creation support elements and repurchase intention antecedents is explicit in a conceptual framework, evidencing the relations among the subjects, effected by constructs like trust, commitment and strong relationships.

Theoretical contributions: the positive participation of value co-creation support elements for the repurchase intention antecedents is evidenced by means of the DART model contribution to conjoint learning and personalized interactions.

Keywords: Service Dominant Logic. Value Co-Creation. Repurchase Intention.

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CONTRIBUIÇÃO DOS ELEMENTOS DE SUSTENTAÇÃO DA COCRIAÇÃO DE VALOR PARA A INTENÇÃO DE RECOMPRA: UMA ABORDAGEM TEÓRICA

RESUMO

Objetivo: o trabalho visa estabelecer ligações entre os elementos de sustentação da cocriação de valor e da intenção de recompra, por meio de alguns antecedentes como a confiança, comprometimento e satisfação.

Metodologia/abordagem: por meio de uma reflexão teórica, o modelo de gerenciamento de cocriação de valor proposto por Payne, Storbacka & Frow (2008) e o modelo DART de Prahalad & Ramaswamy (2004) são revisitados, enfatizando os pontos de interação entre fornecedores e clientes e os elementos de sustentação da cocriação de valor.

Principais resultados: a ligação entre os elementos de sustentação da cocriação de valor e antecedentes da intenção de recompra é explicitada em umframework conceitual, evidenciando as relações entre os temas, efetivadas por construtos como confiança, compromisso e fortes relacionamentos.

Contribuições teóricas: a participação positiva dos elementos de sustentação da cocriação de valor para com os antecedentes da intenção de recompra fica evidenciada por meio da contribuição do modelo DART para a aprendizagem conjunta e interações personalizadas.

Relevância/originalidade: na medida em que não foram identificados estudos anteriores unindo conceitualmente estes dois temas, comumente tratados separadamente, o presente trabalho esclarece como os mecanismos de interação típicos dos processos de cocriação de valor poderiam ajudar a explicar a intenção de recompra por meio de alguns de seus antecedentes.

Palavras-chave: Lógica Dominante Dos Serviços. Cocriação De Valor. Intenção De Recompra.

INTRODUCTION

The emergence of the Web 2.0 and different social networks platforms have contributed to mediate interconnections in the global level, of easy sharing and knowledge exchange, be them in the personal, social and scientific spheres, notably with people of similar mentalities (Lee, Olson & Trimi, 2012; Lorenzo-Romero, Constantinides & Brünink, 2014). This new context has provided greater information, consciousness, clarity about needs and a more evident conception of which products or services customers look for (Helms, Booij & Spruit, 2012).

In this context, co-creation constitutes of a strategic tool that emphasizes the generation of mutual and continuous realization of value between companies and customers. For Krishna & Dhaka (2013), when customers are involved in a voluntary way with the business process, in any way and by means of any shared or personal resources, they end up providing meaningful results to the company growth, notably impacting on revenue. Hoyer, Chandy, Dorotic, Krafft & Singh (2010) also point that co-creation represents an attractive approach for companies due to a variety of reasons, in particular due to the fact that the ideas generated through co-creation will better reflect customers needs.

When strategically leveraged, the change to more attractive customers can offer great possibilities for companies to offer their value propositions in an effective way, except that it is necessary to carefully reflect the type of the company value proposition before boarding a conjoint value creation with the customers. If there is a natural adjustment between the customer value proposition and the value co-creation mechanisms, the company can, in a mutual beneficial way, start to leverage the most important thing, that is, its own customers (Saarijärvi, 2012). For Ostrom et al. (2010), this kind of participation from the customer has already happened in internet retail services, with customers actively co-creating a purchase experience, contributing with videos, photos and evaluations of products available for sale. For the previously mentioned author, this involvement will deepen as the customers involve themselves in basic content creation for new services (through blogs and social network), as well as richer service experience creation in the internet.

In a contemporary context, the recognition of social network and customers comments can help a company understand the reasons of the low repurchase rates or the ways of increasing repurchases. With new technologies, all this is possible in shorter time period than with traditional methods. Besides, quality problems that can be difficult to understand through traditional methods can be easily detected through customers talking about them. This way, customers involvement can act as an “early warning system” (Hoyer et al., 2010).

In general, the future critical success factor can be not just knowledge and the company experiences but, instead, there will be a race to gain more qualified, informed and active customers, in a way of creating an interaction mutually beneficial with them (Saarijärvi, 2012). Besides, the specific dynamic subjacent to the interactive and bidirectional involvement with specific objects, including organizations, products and/or services, employees and/or brands and potential results of value co-creation require a greater empirical and theoretical exam (Brodie, Hollebeek, Jurić, & Ilić, 2011).

In this sense, Franke, Schreier & Kaiser (2010) pointed that the product symbolic enriching by auto developing it, led to a greater value among customers of customized goods, when compared to the perception of similar products. For the authors, normally the auto designed products are personalized to the preferences of each person, what means that they are not similar to the prefabricated products, influencing value perception in a positive way.

These new ways of managing innovation need to consider the differences between incremental and radical models, as well as recognizing the leveraging that can be obtained from value co-creation with the customer. In this sense, there are future research opportunities to offer information about the importance of sharing data among the different parties involved in co-creation, as an initial step to aggregate value to the results that the users experience (OSTROM et al., 2010).

Also, a variety of authors comment how value perception can lead to repurchase intention (Molinari, Abrat, & Dion, 2008; Moliner, Sánchez, Rodriguez, & Callarisa, 2007; Zeithaml, 1998). Value perception can lead to a commitment notion (Fullerton, 2014), making the customer more confident and opting for a repeated solution to a problem, avoiding switching costs still unknown. For the authors previously mentioned, this is a context that reveals the presence of customer trust as an important repurchase antecedent. In this sense, risk and complication reduction, both for customers and suppliers will be transmitted among the parties, along with the efforts to minimize it (Krishna & Dhaka, 2013).

This meets what Prahalad & Ramaswamy (2004) advocate when presenting the DART traditional model, that brings the value co-creation support elements based on dialog, access, risk and transparency mutual evaluation. For these authors, in the globalization era, also called competitive era, the co-creation model will strengthen customer value and trust, already theoretically and empirically approached as important antecedents of repurchase intention.

For Prahalad & Ramaswamy (2004), there is a paradox in the corporate world in the actual century, focused on the fact that, increasingly, choices are available to customers without the suppliers to be able to assure satisfaction, this one considered a key component in the retention process and influencing supplier switching costs (Jones, Mothersbaugh, & Beatty, 2001; Burnham, Frels, & Mahajan, 2003; Bansal, Irving, & Taylor, 2004). Examining this phenomenon with greater attention, the authors verified that the customer could actively participate in the process by which all these companies generate value, by means of a close involvement in the conjoint creation of a value that would be differentiated for the customer and sustainable for the company. Co-creation, this way, is nothing more than the occurrence of an active participation of the customer in the service, generating greater value through customization and culminating on satisfaction (Prahalad & Ramaswamy, 2004).

For Grönroos (2012), regardless the perspective, it is necessary to recognize that the value co-creation components require more studies. At the same time, researches observe the difficulty of analytically studying this phenomenon (Payne, Storbacka, & Frow, 2008). This assertion is shared by authors like Hoyer et al. (2010), when affirming that the understanding about co-creation is in its infancy and many aspects are not well understood yet, because the result of this increase of customer power is that they now desire to develop a bigger role in the value creation process, in a variety of contexts, being this considered an important manifestation of the customer behavior and engagement (Van Doorn et al., 2010).

In a Brazilian context, Frio & Brasil (2016) empirically studied the customer value co-creation behavior as antecedent of satisfaction and loyalty, pointing to meaningful positive influences in the service context, however focused only in the relation between customers and employees (and not other stakeholders), but demonstrating that the subject deserves more attention.

According to this, studies point that customers repurchase behavior is one of the most important factors that can lead companies, in a long term perspective, to greater profitability (Noyan & Simsek, 2012). Besides, repurchase can be considered a source of possible cost reduction and a market growth means for companies from their actual customers base (Ahmed, Shankat, Nawaz, Ahmed, & Usman, 2011).

This way, if repurchase intention is a valuable strength in developing business profitability, and can be related, also, to sustainability and business consolidation (Hellier, Geursen, Carr, & Rickard, 2003), understanding this phenomenon is vital to deepen the understanding concerning subjective and potential propensity that an individual (or customer) has in continue buying the same product and/or service from the same company, with whom he has already negotiated in the past (Chiu, Chang, Cheng, & Fang, 2009).

For Han & Kim (2010), companies that want to obtain success in business need to understand as essential the understanding of customers decision taking processes, aiming to predict their intentions and future purchase behavior. For so, customers repurchase intention has been a study objective in the marketing fields, mainly associated to consumer behavior theories (Han & Kim, 2010). In addition, Hoyer et al. (2010) point that the organizations efforts to understand their market success reasons (for example in judgments and repurchase, global return and sales, education and customer service) still concern understanding.

In view of what was mentioned, the main purpose of this theoretical assay, firstly, consists of approaching the value co-creation role (notably its support elements, based on the DART model) with repurchase intention (based on its antecedents). As a secondary purpose, in a way of helping to a synthetic view of the theoretical reflection process, the objective is to build a conceptual framework that demonstrates the connection between value co-creation and repurchase intention.

Deepen the view over the theoretical elements considered as common between the central subjects of co-creation and repurchase intention, the central question is: could the typical interaction mechanisms of value co-creation processes help explain repurchase intention, by means of some of its antecedents?

Service Dominant Logic and Value Co-creation

For Troccoli (2009), the economic theories of middle 20th century have influenced the marketing dominant paradigms, which were put in check in the 21st century. Sheth & Parvatiyar (2000, p. 140) also opined that "a marketing alternate paradigm is needed; a paradigm that contemplates the continuum nature of the relationships among the marketing actors". What was pointed, at the time, was a traditional marketing change, going from transactional aspects of simple exchanges of manufactured goods (tangible) to intangibles, specialized skills, knowledge and processes exchanges. This way, the logic began to direct to a convergence of physical assets to service context, questioning the separation that, in the middle of the 20th century, was stablished between the market views of goods and services (Judd, 1964).

Tanev et al. (2011) comment that this view was formed over an understanding of the customer central role of the traditional value network, that is increasingly dynamic and based on the original value orientation of customers specific demands (Norman & Ramírez, 1993; Flint & Mentzer, 2006; Prahalad &

Krishnan, 2008). In this context, these mechanisms operate based on multiple transactions among customers, partners and suppliers, in a variety of access points in all value chain work, allowing customers and final users control the relation between price and experience (Prahalad & Ramaswamy, 2004), providing them the opportunity to update, that is, create specific configurations of value chain that answer to their needs, contexts and adequate preferences.

It is important noting that customers do not buy goods and/or services, but items that return into services and generate benefits that create potential value (argumentation that surpassed the traditional division between goods and services). It would be necessary to see from the customer perspective the notion of value, causing a focus change concerning the means and the producer perspective to use it and the customer perspective (Gummesson, 1995). As a consequence, the marketing has evolved from a dominant view of goods to a dominant view of services, called by Vargo & Lusch (2004) of Service Dominant Logic. For the authors, services are defined as an "application of specialized competences (knowledge and skills) by means of actions, processes and performances for the benefit of other entity or the own entity" (Vargo & Lusch, 2004, p. 2).

Vargo & Lusch (2004) highlight four master lines of the service dominant logic that should be followed by companies that desire to embrace them, as they understand that marketing is a continuous learning process: (i) identify and develop core competences; (ii) identify other entities (potential customers) that can benefit from these competences; (iii) cultivate relationships that involve customers in developing customized and competitive value propositions and; (iv) obtain market feedback through financial performance analysis coming from sales, to learn how to improve the offers to customers, and improve company performance.

Besides, Grönroos & Voima (2013) approached value creation, analyzing service value co-creation, analytically defining the customer and the company roles, as well as the scope, locus and nature of value and value creation. These authors questioned the real nature of value (that is, where it is born, coming from the company or the customer), pointing that it is still very common the approach in which the company must propose and create value. However, in perspectives as the one defined by the Service Dominant Logic, value is created by the customer, after use/experimentation (the company just attempts to propose value).

Sheth & Parvatiyar (2000, p. 57) had already observed that this dominant service view is centered on the customer, meaning more than just oriented to the customer. For these authors, the greater implication is that in the relationship process there must have collaboration with the customer, learning conjointly and adapting to individual and dynamic needs. This way, value would be defined by the customer and co-created with him, instead of being embedded in the product or service. However, for this operationalization it is necessary a migration of the business strategy of "make and sell" to "sense and respond" (Haeckel, 1999, p. 22). In this new scenario, the company and the customer would create value conjointly in the so called "interaction points". These points would be summarized in the moments and places where the co-creation experience happens, with customers exercising their choices and value being created conjointly. It is what Prahalad & Ramaswamy (2004) call as an economic activity model type C2B2C (consumer-to-business-to-consumer).

Payne, Storbacka & Frow (2008) stressed that the knowledge about how the customer really engages in the co-creation process is relatively small. In their work entitled "Managing the co-creation of value", the authors explore the nature of the concept through the Service Dominant Logic approach (Vargo & Lusch, 2004), developing a conceptual framework to understand and manage value co-creation, by the way, as Figure 1 shows.

For the framework understanding, Payne, Storbacka & Frow (2008) stress that its foundation is found in one of the nine fundamental premises (FPs) that orient value propositions in the collaborative way, listed by Vargo & Lusch (2004) and Lusch & Vargo (2006), notably the number six. This premise makes explicit that the customer is always a value co-creator, emphasizing that this does not exist until an offer is used, that is, perception and experimentation are essential for this attribution, configuring in what Grönroos & Voima (2013) named, more contemporaneously, as value-in-use (built, in parts, by elements as dialog and communication, presents in the DART model from Prahalad & Ramaswamy, 2004).

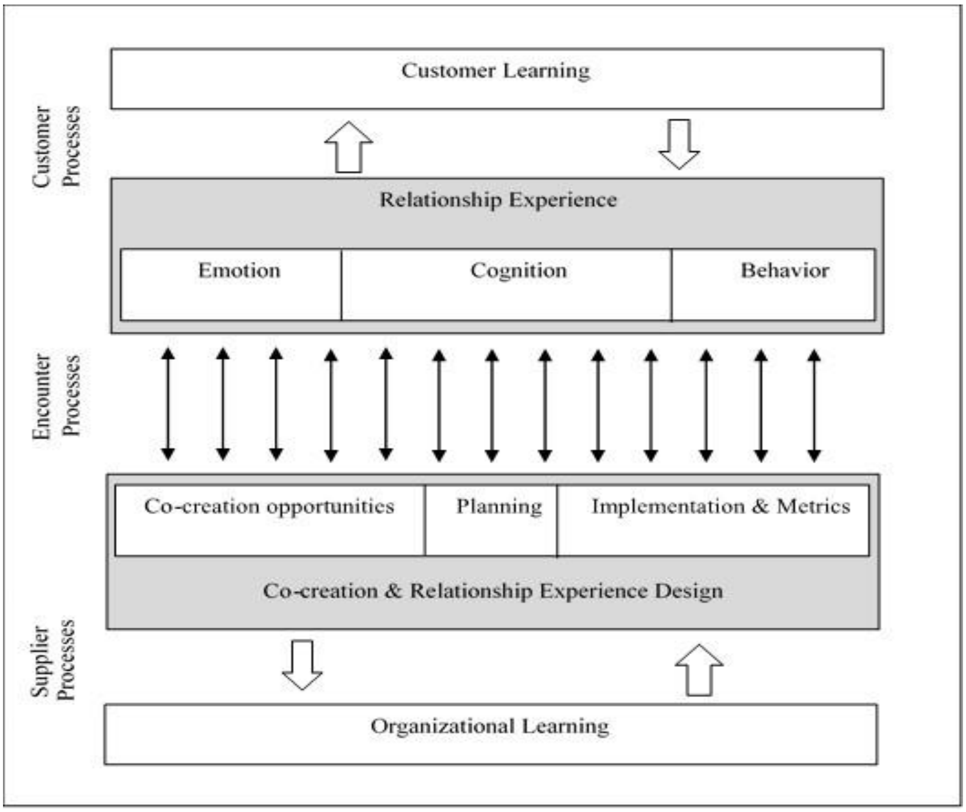

Figure 1 - Value co-creation process framework
Source: Payne, Storbacka & Frow (2008, p. 86).

Amplifying the discussion about value being created by the use or according to the customer (user) context, the literature points that value-in-use is oriented by the customer and accumulates over time in its sphere, what means that value is created in different spatial and temporal configurations, in a phenomenological and holistic perspective (Heinonen et al., 2010; Voima et al. 2010, 2011; Grönroos & Voima, 2013). By the way, Laamanen & Skalen (2014) corroborate this affirmation, arguing that the basic assumptions of this logic point that value is created and evaluated in use, being the result of activities and interactions in which the resources are integrated, that is, value-in-use emerges from the customer, arising as a function of his experience and logic, manifesting in a variety of situation, occurring, sometimes, suddenly and in an unconscious way.

Such condition had already been approached by Hoolbrook (1996), when he exposed that value is a relative experience lived by the customer and defined only by him, involving emotional, contextual, symbolic and, sometimes, non-utilitarian aspects (Hirschman & Holbrook, 1982; Arnould & Thompson, 2005).

The S-D logic (Vargo & Lusch, 2004), base of the framework proposed in Figure 1, by Payne, Storbacka & Frow (2008), emphasizes that marketing must be seen as a set of resources and processes with which the company seeks to create value propositions. The processes include procedures, tasks, mechanisms, activities and interactions that support value co-creation. This process view emphasizes the need to see the relation between supplier and customer as something longitudinal and dynamic, involving an interactive set of experiences and activities performed between the supplier and customer, in a specific context, using practical tools that are, partly, open and deliberate, and partly based on routine and unconscious behavior.

The value co-creation framework based on processes (Payne, Storbacka, & Frow, 2008) indexes three main components: customer value co-creation processes (relationship, processes, resources and practices that customers use to manage their activities within the supplier), suppliers co-creation processes (processes, resources and practices that the suppliers use to manage their business and relationships with customers and other relevant interested parties) and meeting processes (interaction and exchange processes and practices that occur between customers processes and suppliers processes, and need to be managed in a way to develop co-creation opportunities).

In a closer view of Figure 1, the arrows in the middle represent different encounters between the customer and the supplier, that happen as a result of their following value creator processes. It is possible to identify that the arrows point to both directions, representing the encounters nature. In addition, the arrows between customer processes and customer learning indicate that the customer uses a learning process based on the experience he acquires during the relationship (customer learning), which, on its turn, impacts over future value co-creation activities with the supplier. The same way, the arrows between the supplier processes and the organization learning indicate that, as the supplier learns more about the customers, more opportunities become available to improve the relationship experience and improve co-creation.

However, usually, marketing exchange is not an open process and the interactions are the promulgation of this process (Hsu, Chang, Chu, & Lee, 2014). Perhaps that is the reason why Grönroos (1990) used the term Interactive Marketing to describe a relationship service based on the customer-supplier, representing the behavioral aspects of the interactions as “moments of truth”: in these moments, customers were considered as service co-producers and the management tasks were responsible for creating a climate to make customers conscious behavior plausible. It is understood, therefore, that the actors share with their partners the risks and costs inherent to the process, besides observing fundamental information to solve their organizational problems, making the problem better understood and forwarding more adequate solutions, as a result of ideas articulation.

Such idea articulation encounters and interaction involve trust creation between parties (Ballantyne, 2004; Ballantyne & Varey, 2006), variable approached in studies like the one of Liang & Wang (2008) as element that is built in one of the most important antecedents of social bounding formation, of customization and structural, influencing the switching costs and customers satisfaction in the long term.

In relation to switching costs, one of the strongest cost is the relational cost, associated to psychological and emotional barriers, as social and personal bonds. These bonds make it difficult and/or prevent the exchange due to a relational and affective commitment, derived, for example, from a personalized service, making the customers feel satisfied and trust the company, helping create bonds, loyalty and commitment with the supplier (Hennig-Thurau, Gwinner, & Gremler, 2002; Narteh, Agbemabiese, Kodua, & Braimah, 2013).

This psychological or emotional discomfort aggregated to a supplier exchange is strongly associated to a personal relationship and with the brand (Burnham, Frels, & Mahajan, 2003). In this sense, Lam, Shankar e Murthy (2004) point that customers consider the loss of benefits they would have when changing the supplier, being one of the strongest benefits the relationship with the supplier. This way, the feeling of no longer be a part of the company constitutes an emotional dimension, characterized as a social disrespect act (Hansen, 2000; Kim, Park, & Jeong, 2004).

Li & Hong (2013), however, emphasize that this emotional connection between customers and suppliers are part of an individual process and highly important in customers attitudes and behaviors, which are influenced by subjective norms, derived from beliefs and aspects intrinsic to social interaction. Therefore, repurchase intention refers to the subjective probability that a person (client and/or customer) continues to acquire products and/or services from a same company or brand in the future (Hellier et al., 2003, Fang; Chiu, & Wang 2011).

Repurchase intention and its antecedents

Repurchase intention concept is defined by Hellier et al. (2003) as a judgement or predisposition of the individual in buying again a certain product and/or service from the same company, considering the actual situation and possible future circumstances. Thereby, Solvang (2007) emphasizes that repurchase intention is moderated by contingency factors, highlighting individual characteristics, offer type and specific purchase or consumption situations.

Oliver (1999) proposed that repurchase behavior for products and/or services was anteceded by four sequential stages, all of them presenting narrow connection with loyalty. In a stage called cognitive, preference would be linked to product and/or service attributes, context in which the customer would concentrate his search for hypothetically better characteristics in relation to the ones presented by competitor brands. In other stage, named affective, idiosyncratic components would enter the scene, inducing to a preference or the customer predisposition to what the author named “liking”. According to Oliver (1999), possible customer discontent or insatisfaction induced by the competitor or by a product and/or service performance decrease, could radically change the permanence intentions in relation to the supplier.

In a third stage, named conative, there is a repurchase rational intention, motivated by the desire of repeating the product and/or service purchase. In this stage, advertising that insinuate and persuasively stimulate brand switching and that stress a superior performance compared to the competition may work as a blocking to repurchase. Finally, in an action stage repurchase intentions are converted to affective acts, that is, in purchasing or consumption (in this context, factors like products and/or services unavailability and performance deterioration with usage may be obstacles to repurchase) (Oliver, 1999).

Fullerton (2014), in addition, points that a purchase decision that repeats originates from defined habits or routines that usually simplify customer lives and, in this sense, the behavior created by purchase practice from the same company (supplier or brand) may be derived simply from the customer preference or loyalty inertial state.

According to He & Song (2009), repurchase intention presents challenges for a better understanding and consolidation. In this sense, there is a variety of works reflecting on the depth of understanding of how stimulate customers to develop a brand, product and/or service repurchase intention over time (Olaru, Purchase, & Peterson, 2008; Hsu et al., 2014; Lin & Lekhawipat, 2014). For such, some variables that can influence repurchase intention were tested and considered as repurchase antecedents, emphases given to perceived value, affective commitment, normative commitment and positive word-of-mouth (Tsai & Huang, 2007; He & Song, 2009; Han & Ryu, 2012).

Initially, perceived value is recognized as antecedent of repurchase intention due to the fact that customers can repurchase the same product and/or service from the same company when perceiving greater value than the offer from competitors (Wu, Chen, Chen, & Cheng, 2012). As to commitment (Ercis, Ünal, Candan, & Yildirim, 2012; Han & Ryu, 2012), it is recognized as an important antecedent of repurchase intention, as it concerns to a salient sign, or not, about the relationship continuity of the parties involved in a business, in the long term (Morgan & Hunt, 1994). Commitment can also be understood as a strong resistance to changes, with positive impact over repetitive and constant behavior in businesses (Pritchard, Havitz & Howard, 1999; Isaid & Faisal, 2015).

Someone behavior in engaging in a positive word-of-mouth (Kitapci, Akdogan & Dortyol, 2014; Liu & Lee, 2016) constitutes of a verbal, informal and personal communication between a communicator (company) and a receptor (potential customer), developing to the recommendation to third parties about a product and/or service (Harrison-Walker, 2001). This affirmation is endorsed by Dinh & Mai (2016), when they expose it concerns to a relevant behavior in the marketing context, in that it influences purchase decision taking processes and the effectivity of long term relationships.

Attitudinal loyalty, on its turn, would also be an antecedent of repurchase intentions. It is a state in which customers emotional and cognitive intentions and preferences become relevant in terms of the customer need to acquire a product and/or service again, after a previous experience, usually positive or satisfactory, which would induce to a greater value perception (Gommans, Krishnan, & Scheffold, 2001; Parasuraman, Zeithaml, & Malhotra, 2005).

Customers value delivery has been associated to greater and better relationship between parties. In this context, Caruana, Money & Berthon (2000) and Lam, Shankar & Murthy (2004) emphasize that commitment (customer commitment in relation to the company, brand or offer) would derivate from customer perceived value (Fullerton, 2011; Moliner, Sánchez, Rodríguez, & Callarisa, 2007). It is emphasized that the commitment concept would be originated from the Social Psychology field and in related to the customer desire in continue a relation with the company, resisting to the competitor offers (Wu, Chen, & Chung, 2009).

Allen & Meyer (1990) had developed a commitment classification, divided into faces named instrumental, affective and normative. The instrumental dimension reflects the worker commitment with the organization, while there is the benefit perception. On the other hand, the affective approach consists of the degree in which the member and the organization are connected, based on how well he feels about such organization (Gruen et al., 2000). Johnson, Herrmann & Huber (2006) evidenced that perceived value presents a positive association with affective commitment, and perceived value reflects what the customer or client desires from the supplier (Chi & Kilduff, 2011; Yang & Jolly, 2009).

The normative approach face points that commitment derives from the sense of moral obligation of the person within the organization, based on a set of normative pressures or rules internally admitted (Meyer, Stanley, Herscovitch, & Topolnytsky, 2002). Studies point that it seems to have a positive relation between perceived value and normative commitment, indicating that normative commitment changes relationship intentions inclination, making customers less sensitive to changes about perceived quality (Fullerton, 2014).

Studies like the ones of Henning-Thurau (2004), Jones, David, Mothersbaugh, & Beatty (2007) and Han & Ryu (2012) show that committed customers are positively willing to repeat purchases with the same company and more prone to continue in the actual supplier relationship. In this sense, if the companies commitment with customers shows as a critical factor in inducing future repurchase intention (Fullerton, 2005; Baldinger & Rubinson, 1996), it can be inferred that, when the customer and/or client presents a strong affective bond with the company or with someone that attends him, he could acquire repeatedly the same product and/or service. Following this thought, committed customers can become loyal, adopting a repeating transactions behavior (Baldinger & Rubinson, 1996; Ercis, Ünal, Candan, & Yildirim, 2012).

Results and contributions: conceptual framework

The main purpose of this theoretical essay, in a first moment, consisted of approaching value co-creation role (notably of its sustentation elements, based on the DART model) resulting in repurchase intention (through its antecedents). For so, a literature review about value co-creation, running through definitions of Service Dominant Logic (seminal concept to value co-creation approach), as well as fundamental concepts and premises about repurchase intention was conducted. As a secondary approach, aiming at helping to a synthetic view of the theoretical reflection performed here, a conceptual framework was built to demonstrate the parallelism between value co-creation and repurchase intention.

Theoretical reviews as the ones listed by Galvagno & Dalli (2014), as well as the work of Payne, Storbacka & Frow (2008) made it clear that there was an open field to investigate how the interactions happen and which phenomena could contribute for this understanding, as well as its possible market development. This way, the emphases of this theoretical reflection was conducted about the intermediary processes, or "interaction points", proposed by Payne, Storbacka & Frow (2008), by which the exchanges between customers and suppliers effectively occur. In this intermediary processes, it is inferred that the so called value co-creation support elements (dialog, access, risk evaluation and transparency) would influence repurchase intention antecedents, notably over value perception, satisfaction, trust and commitment.

Consequently, unsatisfied customers, or even customers with low satisfaction levels generally do not exhibit repurchase behavior. In this context, co-creation through customer participation, interaction and active personalization can affect satisfaction, trust and create strong relationships between parties, impacting on customer loyalty (Bitner, Faranda, Hubbert, & Zeithaml, 1997; Kellog, Youngdahl, & Bowen, 1997).

There is no doubt that the co-creation movement has great implication for all these areas, challenging the understanding of the "value" nature and how it is generated. The co-creation view, therefore, starts with the interactions like value locus and commitment platforms with individuals like value co-creation locus. Still, co-creative companies follow a simple principle: they concentrate the whole organization in commitments with individuals. What co-creation implies is a fundamental expansion in the nature and the means of value creation. As the interested parties collaborate to value co-creation, they are individually and collectively valorized becoming the means and ends of their own value co-creation process, feeding mutual trust (Leavy, 2014).

Therefore, mutual trust emerges in a natural way during dialogic interaction, given the emphasis in listening, making questions and reflecting over the meaning of information, being this a basis for greater interaction. Ganesan (1994) had already found out that cooperation increases when the parties start to make mutual positive judgment over time, increasing reliability in a business context based on specific knowledge coming from the relationship.

Molinari, Abrat & Dion (2008), Moliner, Sánchez, Rodriguez, & Callarisa (2007) and Zeithaml (1998) affirm that repeated purchases can be explained by a path in which the customers opt for a problem repeated solution, adopting the premise that continuous problems require solutions that have already worked, avoiding time and energy investment seeking for alternatives or risks. This first path reveals the presence of customer trust as an important antecedent of repurchase. In this sense, risks and complications reduction, both for customers and providers will be transmitted between parties, jointly with the efforts for this minimization (Krishna & Dhaka, 2013).

The problem with risk evaluation is that nobody has the knowledge about future events, and nobody can really present a single meaning for past or actual events. For this reason, trust judgments configure many times in perceptions and beliefs that go beyond any risk calculation, especially in innovative situations, where what is considered is new and the institutional norms do not offer any protective support. As there always is risk in cooperating due to an imperfect knowledge, showing trust also means to contain anxiety. In such situations, co-creation becomes viable when it is tested in the conjoint learning (Ballantyne, 2004).

As to dialog, it can become difficult if customers do not have the same information access and transparency. Companies have traditionally benefited from exploring information asymmetry between them and the individual customer. Due to the ubiquitous connectivity, it is possible that an individual customer has access to all the information he needs through the communitive of others customers from the company. As a consequence, the relationship focus changes to network experiences capacity planning in increasing and decreasing rapidly, in a resource reconfigure system in real time, accommodating customers desires in constant change, personalize co-creation experiences and conjointly learning. This system can be highly demanding, but promises efficiency gains increasingly (Payne, Storbacka, & Frow, 2008; Prahalad & Ramaswamy, 2004; Leavy, 2014).

Emphases is given to the naturally present idiosyncrasies in each value perception process that can make it difficult or facilitate the co-creation process. Ostrom et al. (2010) evidenced that people differ in a variety of ways, but all of them can be relevant to co-creation: knowledge, skills, past experiences, emotional intelligence, attitude in relation to risk, and so on (such idiosyncrasies are also present in the value co-creation management model from Payne, Storbacka, & Frow (2008).

Under a conflicting perspective, collective value could never be totally achieved, because value would be negotiated along with a variety of actors, passing by multiple influences in a given system, opposing a vision considered romantic about value co-creation positive effects for all interested parties. In conflicting value, co-creation resources and skills are retained and used to revoke unequal power relations (Corvellec & Hultman, 2014). Therefore, for an active dialog and the development of a shared solution, the company and the customer must become analog and common problem solvers. The dialog box must center in interest matters for both, context in which the customer and the company must have commitment rules clearly defined (Leavy, 2014).

The understanding about each business context and its specificities may influence involved value perceptions, modifying co-creation and repurchase intention processual relations. Van Doorn et al. (2010) point, for example, that in services like health care, references can be even more important than the repurchase behavior itself.

It seems clear that after the conceptual review about co-creation and repurchase intention, it became possible to infer about the role of a construct over the other, by passing their constituting and antecedents elements. If the variety of concepts listed here show that for co-creation to happen between customer and suppliers in a balanced way it is necessary that there is the perception alignment of what value is between both parties, and that this alignment impacts over some important repurchase intention antecedents, the proposed theoretical discussion for this work is closed, presenting what can constitute a synthetic framework (figure 2) relating the conceptual elements discussed in the presented theoretical review.

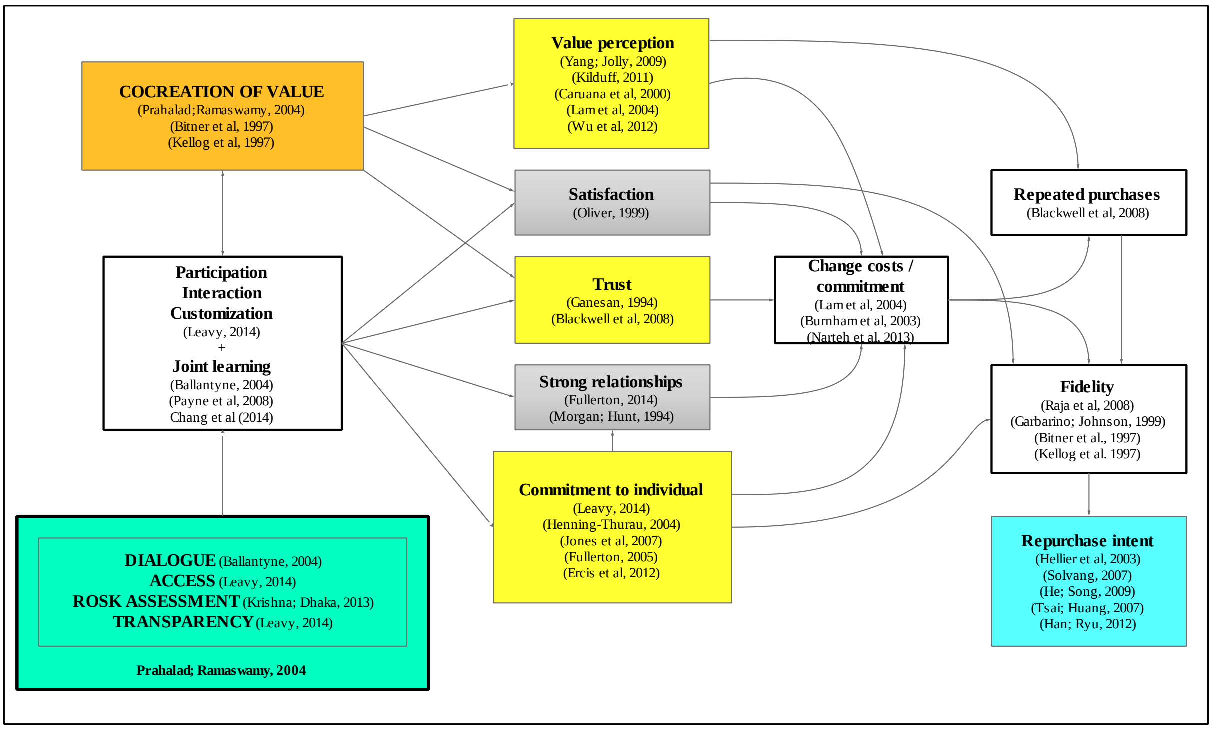

Figure 2 – framewwork for understanding repurchase intent from value creation
Source: prepared by the authors (2018).

FINAL CONSIDERATIONS

Value co-creation subject is still evolving as a marketing studying field, fact supported by a variety of authors. In this sense, the work developed, grounded in a theoretical reflection about value co-creation and its relation with repurchase intention, it contributes to clarify the possible relations between these constructs, separately treated in the scientific literature as important in terms of competitive advantage.

It seems important to emphasize that sustainable competitive advantage in the long term is linked to a company capability of retaining its customers base and metrics based on the customers begin to take shape in relation to organizational performance measurement. However, the information about customers needs and desires are not transmitted, sometimes, correctly, resulting in a misaligned value perception in relation to the supplier proposal.

This “conversion” of what is pointed by the customer as value into something feasible can be effected by means of the elements classified by Prahalad & Ramaswamy (2004) as value co-creation sustainable pillars (deep and interactive dialog, access, transparency and mutual risks evaluation). These intermediary processes can be configured by material and human conditions, being the organizational resources, in general, are present in the so called implementation elements of value co-creation, and are affected by co-creation viability elements, emphasizing organizational culture.

Therefore, paying attention to customers' holistic view of what concerns their value conceptions, notably the attention to what Grönroos & Voima (2013) named as value-in-use, considering the emotional, cognitive and behavioral elements of this conception, as pointed by Payne, Storbacka, & Frow, 2008, certainly does not seem like a simple task, but that needs to be conducted with sensitivity and parsimony, seeking for the shared sense and the most equitable as possible among the involved parties.

For future repurchase intention, linked in this work as a result of a variety of antecedents like satisfaction, trust and involvement, an intention failure can be determinant for abandoning the alternative or brand. However, it is still necessary to extend the reflection about value co-creation, because it does not detain just to the C2B2C context. Vargo & Lusch (2016) amplified the discussion about the fundamental premises of Service Dominant Logic, expanding it beyond the relations suppliers-customers and argue that the emergent economy is migrating from a more competitive environment to a more cooperative (collaborative) context, where the chain of actors involved in the value co-creation processes considerably increase, embracing a bigger stakeholders sphere (including governments and institutions). For that, it is necessary to develop a greater understanding about values, beliefs and shared norms by the constellation of resources integrator actors, instead of just concentrating in the dyadic exchange and the narrow vision of organizational and market resources.

As managerial contribution, it is believed that for the responsible for managing the intermediary processes of value co-creation, some care is needed when turning something abstract into something concrete (avoiding to oversimplify customers perceptions), in order to stabilize the process and mitigate possible divergences about what value is. It is also important to investigate how the customers and the organization roles are defined during co-creation, besides determining which processes, tools and business practices are useful to define, motivate and manage customers and employees roles. It is emphasized that there is a variety of tools and resources listed in the literature that can contribute, but were not this study objects.

A limitation of the present essay resides in the fact of exploring just the contribution of the sustentation elements of value co-creation (based on dialog, access, risk evaluation and transparency) over repurchase intention, by means of its antecedents. The so called viabilization and implantation elements of value co-creation were not treated here, as well as other theoretical and empirical antecedents of repurchase intention, configuring as suggestion to future works.

It is imperative that the present work consists of the authors interpretation about the consulted bibliography, aiming at contributing to a theoretical reflection concerning the connection between value co-creation and repurchase intention, running through some of its antecedents. Therefore, quantitative bibliometric aspects or any attempt of empirical test concerning the results scape the scope of this theoretical essay, however, without disregarding that this could be a path for future researches.

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