



ELSEVIER

Contents lists available at ScienceDirect

Journal of Destination Marketing & Management

journal homepage: www.elsevier.com/locate/jdmm

Critical Review

Place marketing examined through a service-dominant logic lens: A review

Ainhize Eletxigerra^{a,*}, Jose M. Barrutia^{b,c}, Carmen Echebarria^{a,d}^a University of the Basque Country (UPV/EHU), Faculty of Economics and Business, Department of Applied Economics I, Avenida Lehendakari Agirre 83, 48015 Bilbao, Spain^b University of the Basque Country (UPV/EHU), Faculty of Economics and Business, Department of Marketing (Financial Economics II), Avenida Lehendakari Agirre 83, 48015 Bilbao, Spain^c University of Oxford, St Antony's College (European Studies Centre), 62 Woodstock Road, Oxford OX2 6JF, UK^d University of the Basque Country (UPV/EHU), Faculty of Economics and Business, Governance and Marketing for Sustainability research group (Director), Avenida Lehendakari Agirre 83, 48015 Bilbao, Spain

ARTICLE INFO

Keywords:

Co-creation
Place Marketing
Service-Dominant Logic
Systematic literature review
Quantitative
Destinations

ABSTRACT

The traveler (or city-customer) should be viewed as a major co-creator of the value extracted from her or his destination (or city) experience. Consumer resources such as energy, mental disposition, expertise, or involvement may be crucial to explain the final value perceived. It is not clear, however, how effectively the concept of co-creation has been incorporated within place marketing. This research takes a step forward toward covering this gap by: (1) drawing on service-dominant logic and related perspectives to propose a co-creation-led, baseline framework; (2) conducting a systematic review of quantitative place-marketing research that has attempted to incorporate the value co-creation perspective; (3) critically reviewing these research efforts; and (4) providing future research avenues. Overall, this research shows that quantitative place-marketing literature is advancing towards incorporating the co-creation proposal, although that is primarily so in destination and hospitality contexts. There is still a long way to go, however, before a consensus is reached on many fundamental aspects.

1. Introduction

Like other marketing sub-disciplines, place marketing has predominantly drawn on good-dominant logic (GDL), in which products are viewed as imbued with value, and the responsibility and power for value creation is, therefore, given to the providers (Vargo & Lusch, 2004). Under GDL, the place is viewed as a value-embedded product or bundling of products leading to a specific competitive position in the global market (Kotler, Haider, & Rein, 1993).

This perspective has been challenged by several place-marketing researchers who argue that place marketing has special characteristics related to: (1) the complexity and uniqueness of place as a product or bundling of products (Kotler, Asplund, Rein, & Heider, 1999), (2) the complexity of organizational mechanisms for marketing places derived from the dispersion of power and responsibility among many stakeholders (Bennett, 1999; Kavaratzis & Ashworth, 2008), and (3) the ways in which branding theory can be applied (Ashworth & Voogd, 1990; Warnaby, 2009). Following these arguments, the traditional marketing practice structured around the four Ps framework was expanded to seven and eight Ps, to capture the singular characteristics of tourism and hospitality services (tourism marketing mix) (Morrison, 2010; Shoemaker & Shaw, 2008). Pike and Page (2014) go on to argue

that places are unique and marketing them is not a simple process of translating conventional marketing theory and practice derived from goods and services marketing. They see the role of events in transforming cities as a paradigmatic example of the singularities of place marketing.

This maladjustment with conventional goods-led marketing has also occurred in other disciplines, such as service marketing and industrial marketing. A crucial step towards a disruptive conceptualization of marketing was the consideration of the customer as co-creator of value. In the early 2000s, various related research streams challenged GDL, product-focused, and one-way marketing strategies, stressing the prominence of customers in value creation. Competitive logic (Pralhad & Ramaswamy, 2004), service logic (Grönroos, 2008), service-science (Maglio & Spohrer, 2008; Vargo & Maglio, 2008), and service-dominant logic (SDL) (Vargo & Lusch, 2004; 2008; 2016) are some of the approaches that emphasize customer contribution in value creation, the latter probably being the most influential. These different approaches have been developed concurrently, although sometimes in a divergent manner.

While the concept of value co-creation applies to all sectors and contexts, it gains special meaning in experiential settings in which the participation and involvement of the consumer is more intense and

* Corresponding author.

E-mail addresses: ainhize.eletxigerra@ehu.eus (A. Eletxigerra), josemaria.barrutia@ehu.eus, jose.barrutia@sant.ox.ac.uk (J.M. Barrutia), carmen.etxebarria@ehu.eus (C. Echebarria).<https://doi.org/10.1016/j.jdmm.2017.11.002>Received 24 January 2017; Received in revised form 8 November 2017; Accepted 10 November 2017
2212-571X/ © 2017 Elsevier Ltd. All rights reserved.

vivid. Places are one of these contexts (Yuan & Wu, 2008). Activities and mental processes such as travelling, living within a city, and participating in events occur in the place environment and are strongly linked with the concept of experience. Tourist experiences specifically involve integration of a full range of resources (energy, mental disposition, expertise, or involvement) leading to sensorial perceptions, emotions, meanings, interpretations, and so on (Park & Vargo, 2012) that may enter long-term memory (Jensen & Prebensen, 2015). The traveler (or city-customer) should be viewed as a major co-creator of value extracted from his or her destination (or city) experience.

Place-marketing scholars tend to agree that the concept of co-creation should be introduced within theoretical and empirical contributions (Baron & Harris, 2010; Gallarza, Gil-Saura, & Holbrook, 2012; Hayslip, Gallarza, & Andreu, 2013; Li & Petrick, 2008; Neuhofer, Buhalis, & Ladkin, 2012; Saraniemi & Kylänen, 2011; Warnaby, 2009). Warnaby (2009), for instance, focuses on SDL and argues that its view of marketing is closer to the singularities of place marketing than previous marketing views. Binkhorst and Den Dekker (2009) argue that experience co-creation in tourism is a line of thought that deserves attention, because tourism is one of the greatest sources of experiences through which people construct their own unique narratives. Similarly, Li and Petrick (2008) argue that the view of tourists as co-creators of value and co-producers of their final experience introduces a paradigm shift that deserves attention. In the same vein, Shaw, Bailey, and Williams (2011) develop a case study showing that attitude towards co-creation is a crucial distinguishing characteristic of providers (hotels).

Place-marketing researchers therefore need to incorporate the co-creation view in their studies. If co-creation (actually) matters in place marketing, and research efforts do not take it into consideration in model devising and empirical tests, conclusions and recommendations could prove to be misleading, and place-marketing strategies might follow the wrong path. In addition, contextualization (i.e. applying the marketing view derived from the co-creation concept to the specific place-marketing context) could lead to a modification of the global logic of co-creation. Therefore, consideration of the co-creation approach in a place-marketing context might produce synergistic effects and improve both place-marketing views and strategies, as well as the way in which the co-creation tenets are altogether understood. Grönroos (2008) suggests that 'service logic studies services directly in their marketing context and reports on how changing marketing contexts influence the logic required for effective marketing' (p. 317).

It is not clear, however, how far the concept of co-creation has effectively been incorporated within place marketing. The conceptual plausibility of the co-creation view may face major difficulties of implementation. SDL, which is probably the most developed of the research streams that embrace the co-creation concept, is still at a meta-theoretical level, although it pays increasing attention to mid-range and micro theoretical perspectives (Vargo & Lusch, 2004; 2008; 2016). The co-creation concept is actually interpreted differently by different researchers and continues to be elusive, as advocates of SDL suggest in a recent work (Vargo & Lusch, 2016). In this controversial context, co-creation metrics are limited (Ranjan & Read, 2016; Yi & Gong, 2013) and ad-hoc interpretations are frequent. As widely accepted explanatory models of value co-creation processes are not available, moreover, it is not entirely clear what the antecedents and consequences of value co-creation are.

This research takes a step forward toward an effective incorporation of the value co-creation concept in place marketing by: (1) drawing on the SDL background to propose a normative value co-creation concept and a baseline framework; (2) conducting a systematic review of empirical quantitative place-marketing research that has tried to incorporate the value co-creation perspective; (3) critically reviewing these research efforts based on the normative value co-creation concept and framework proposed at the baseline; and (4) providing future research avenues.

To accomplish these aims, the paper is structured in five sections.

Section 2 provides conceptual and methodological support for this research. Section 3 draws on the conceptual background of value co-creation and proposes a value co-creation concept, along with its antecedents and consequences (baseline framework). Section 4 explains and presents the results of the literature review. The paper then contributes with a final discussion containing some conclusions, implications, and research avenues.

2. Conceptual and methodological choices

The aim of the paper is threefold: (1) to build a general normative baseline framework for marketing founded on value co-creation; (2) to discover to what extent prior research on co-creation in place marketing fits the proposed value co-creation approach; and (3) to propose further research avenues. Specifically, the research questions relating to the second and third objectives are: (1) How has co-creation been conceptualized in the place-marketing context? Do the concepts of co-creation used fit the SDL view?; (2) What resources have been considered as antecedents of place-marketing co-creation efforts?; (3) What outcomes of co-creation have been considered in place marketing?; (4) What actors and levels of analysis have been examined (e.g. dyadic vs. networking relationships) in places?, and (5) Where should further effort be directed for an appropriate integration of SDL into place-marketing literature? To respond to these questions, it was conducted a literature review of quantitative papers on place marketing that have considered the co-creation concept.

The need to integrate the co-creation concept and framework within the place-marketing literature was explained in the previous section. Consideration still needs to take place, however, of: (1) SDL as a framework; (2) place marketing as an object of study; and (3) quantitative papers. Furthermore, an explanation is needed for the methodological approach of this research and, in particular, the systematic process that was carried out in the literature review.

2.1. Service-dominant logic as a framework

This subsection seeks to explain the authors' preference towards SDL in building the value co-creation framework. The co-creation view has been proposed from different angles and there is no consensus on what approach is more powerful. The choice of SDL is not based on an alleged superiority of SDL but on three characteristics that make SDL particularly suitable for the purposes of this research:

- (1) When compared to similar approaches focusing on co-creation (i.e. competitive logic, service logic, and service science), only SDL is positioned as a foundation for a general theory of marketing (Vargo & Lusch, 2016). Since 2004, when Vargo and Lusch's seminal paper was published, SDL has successively incorporated broader conceptualizations such as resources, service ecosystems, and institutions, which are addressed to provide an extended co-creation framework, including antecedents and outcomes.
- (2) While SDL and related perspectives may differ in some views, these differences refer to nuances rather than to substantial aspects. For instance, Grönroos (2006) makes a break with SDL when taking to the extreme the concept of value co-creation and arguing that the only creator of value is the consumer. However, he acknowledges the similarities between service logic and SDL. SDL likewise recognizes that some of its tenets are built on prior co-creation research. Emphasis on the beneficiaries' phenomenological perception of value (value-in-context) is, for example, close to the concept of co-creation experience emphasized by competitive logic (Prahalad & Ramaswamy, 2004). Further, service science and SDL are strongly connected, as SDL is recognized as constituting the philosophical foundations of service science (Maglio & Spohrer, 2008), which focuses on people configuration.
- (3) Compared to other co-creation approaches, SDL is less business-

Download English Version:

<https://daneshyari.com/en/article/7419295>

Download Persian Version:

<https://daneshyari.com/article/7419295>

[Daneshyari.com](https://daneshyari.com)