

Customer Value Creation Activity in Food-related Life

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Purpose – The purpose of this research is to clarify how customers create value-in-context through various activities in their everyday life.

Design/Methodology/approach – To achieve the research purpose, we focused on the customers' food-related life, and modified the concept of customer activity (Mickelsson, 2014) as our analysis framework. Then we conducted in-depth interviews survey on 15 persons live in Japan (1hour per person). The interview data was coded and analyzed using Nvivo 10 data analysis software, following the guidelines provided by Corbin and Struss (1999).

Findings – As a result, we conceptualized the customers' activities in their food-related life. (1) The core activity consists of shopping, cooking, and eating, and it consists of common elements such as dialogue, search, comparison/selection, matching, and performing family events. (2) Related activity consists of information collection and transmission, participation of food related events, etc. Common elements such as socializing, learning/reference, involvement were discovered. (3) Then, regarding other activity, we focused on customers' hobbies and work, ideal living conditions in the future, and we found activities such as challenging various things, managing time while working.

As a spiritual activity of customers, conscious aspect about food-related life is highlighted. As a result of data analysis, health consciousness, beauty consciousness and diet consciousness has been revealed. And by expanding the time to past, present and future, we found that customers' food-related life is changing with family structure, health situation and work situation.

Practical implications– The above findings provide a useful perspective for marketers to understand customer's value creation process. These findings also provide suggestions for the marketers to develop new marketing strategy to enter the customer's daily life and co-create value with them.

Originality/value – This research clarifies activities to create value-in-context in customers' food-related life. We expanded the time line of value creations and revealed the opportunity for change in customer's life, so that we can capture in-depth insight into customer's value creation process and the complexity of value-in-context.

Key words Value-in-context, Customer activity, Value creation

Paper type –Research paper

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