

**THE 2009 NAPLES FORUM ON SERVICES: SERVICE-DOMINANT LOGIC,
SERVICE SCIENCE, AND NETWORK THEORY**

CAPRI, JUNE 16-19, 2009

**Customers “experience-driven” and value proposition
in S-D Logic: evidences in a cultural network.**

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Keywords: customers’ experience, cultural value proposition, cultural network

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Abstract

Purpose

Traditional/innovative contributions on cultural marketing show a different interpretation about the identification of the benefits that the customer pursue as part of its cultural experience (Pine, Gilmore, 1999). Actually, cultural customer is a co-creator of value and a museum can only offer a value proposition (Dalli, Romani, 2003; Slater, 2006), implying that value creation could takes place only through interaction of these actors in complex networks (Vargo, Lusch, 2008).

Research hypothesis and methodology

Recent approach (behavioural, experiential, socio-relational) show a substantial lack of analysis about needs, behaviour, propensities of cultural consumers. The research hypothesis wants to demonstrate whether and how the cultural consumer experience-driven gives more importance to benefits of psychological and sociological nature than functional nature. The methodology is based on a correlation analysis (Yin, 1989; Gummesson, 1991) led on Italian cultural network (over 500 visitors of seven museums).

Main findings and conclusions

The analysis shows how the cultural customer contextualize functional benefits within a broader "value" which includes elements of experiential/relational nature. On the other hand, the museum realities analyzed are distant from that goal based on systematic analysis of demand that could be able to interlink up the benefits expected from its customers with the value proposition proposed.

Managerial implications

The strong correlation between functional and psychological benefits and an even more significant given to sociological benefits, stresses the need to use advanced managerial approaches that can grasp in a manner consistent these interrelationships between different actors in a S-D logic.