

The Customer Engagement/Co-Created Value Interface: An S-D Logic Perspective

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Purpose - The ‘customer engagement’ (CE) concept is transpiring in the service literature, including analyses addressing the service-dominant (S-D) logic. Although pioneering research provides exploratory insights, little is known regarding the relationship between CE and the S-D logic concept of ‘co-created value’ (CCV), as addressed in this paper. CE is defined as ‘a customer’s level of cognitive, emotional and behavioral investment in brand interactions.’ Further, CCV reflects the level of customer-perceived value arising from interactive and/or joint activities for and/or with actors in service processes. CCV in this paper is viewed to occur by virtue of human-to-human, or human-to-object interactions. Further, CCV is posited to comprise utilitarian/hedonic facets, which may emerge from focal interactive experiences. Investigating the CE/CCV interface is expected to enhance scholarly understanding of the S-D logic, particularly regarding FPs 6 and 10 (Vargo and Lusch, 2008a).

Methodology/approach - Employing a sample of 20 informants aged 18-69, depth-interviewing/focus group methodology was adopted to investigate the CE/CCV interface. Data were analyzed using content/thematic analysis conducted at open/axial coding levels. Based on the analysis a conceptual model addressing the CE/CCV interface was also developed.

Findings - Exploratory findings indicated a strong positive association between CE and utilitarian/hedonic CCV across categories.

Research implications - Future research validating the identified role of CE in driving hedonic/utilitarian, CCV across categories/contexts is required. Further, longitudinal analyses centering on the unfolding of CE/CCV processes over time, are needed.

Practical implications - The key role of CE in driving CCV levels across a range of categories suggests the importance of fostering CE to optimal levels in strategic marketing activity.

Originality/value - This paper provides insights into the S-D logic from a novel, CE/CCV-based perspective.

Key words - Customer engagement, co-created value, S-D logic

Paper type - Research paper

1. Introduction

Firms are increasingly recognizing the importance of quality service provision and the development of enduring, value-laden customer/firm relationships (e.g. Grönroos, 1996; Gruen *et al.*, 2000). Specifically, Vargo and Lusch's (e.g. 2004, 2008a) 'service-dominant' (S-D) logic views service as the basis of any business exchange. In S-D logic, 'service' is defined as "the application of specialized competences (operant resources: knowledge and skills), through deeds, processes, and performances for the benefit of another entity, or the entity itself" (Vargo and Lusch, 2008b). Within this perspective service is viewed as a super-ordinate concept, with goods viewed as tangible, pre-produced entities serving as supplementary and/or facilitative mechanisms for ubiquitous service provision.

Specifically, the S-D logic addresses the importance of consumers' proactive contributions in co-creating their personalized experiences and perceived value with organizations by means of proactive, explicit and ongoing dialogue and interactions within the service system (Vargo and Lusch, 2004, 2008a/b). To illustrate, the role of many contemporary customers is to not only perceive, experience and/or extract relevant value levels from specific service contexts (e.g. Cronin *et al.*, 2000), but also to participate in service production, e.g. as 'part-time employees' and/or 'co-producers' at specific stages of the service delivery process (Prahalad and Ramaswamy, 2004).

Within this theoretical perspective 'customer engagement' (CE) has emerged in the service literature as a key concept affecting focal customer contributions, ensuing loyalty-related outcomes in specific customer/firm relationships (e.g. Bowden, 2009), as well as potential

contributions to the creation of financial value for the firm (Kumar *et al.*, 2010; Bijmolt *et al.*, 2010). The highly experiential, interactive nature of CE, in particular, is thought to facilitate customer/provider interactions and the development of business relationships (Hollebeek, 2010), thus reflecting the conceptual foundations underlying the service-dominant (S-D) logic. A review of literature addressing engagement research in marketing is provided in section 2.1.

The reciprocal, two-way nature of CE is conceptually aligned with the ‘interactivity’ and ‘co-creation’ concepts underlying the S-D logic (Brodie *et al.*, 2011; Lusch *et al.*, 2010). Specifically, the conceptually-related ‘co-created value’ (CCV) concept is addressed in further depth in section 2.2. However, the nascent developmental state of CE and CCV results in a limited understanding of these concepts and the nature of their association to-date. The purpose of this paper, therefore, is to provide insights into the CE/CCV interface, as addressed in section 2.3.

Examining the CE/CCV interface is expected to enhance scholarly understanding of two of Vargo and Lusch’s (2008a) ‘foundational premises’ underlying the S-D logic in particular, i.e. FP6 (i.e. “*The customer is always a co-creator of value*”), and FP10 (i.e. “*Value is always uniquely and phenomenologically determined by the beneficiary*”). Specifically, by generating insights into specific customer contributions by virtue of their engagement with a focal brand at a given point in time, this research seeks to provide further academic understanding of the association of CE to perceived CCV for focal individuals.

This paper is structured as follows. First, recent research addressing CE is reviewed in section 2.1, followed by an introduction to the CCV concept in section 2.2, and the CE/CCV interface in

section 2.3. Section 3 introduces the research questions and methodology guiding the enquiry, followed by an overview of the key findings, including a conceptual model, in section 4. The paper concludes with an overview of key research limitations and implications, which are addressed in section 5.

2. Literature Review

2.1 Customer engagement

The engagement concept has transpired in the academic marketing and service literatures only relatively recently, i.e. within the last five years (e.g. Brodie *et al.*, 2011; Sprott *et al.*, 2009), and is starting to become recognized as an important new direction for customer management (Verhoef *et al.*, 2010). In the last five years a number of engagement sub-forms has been proposed, including ‘customer engagement’ (CE), ‘consumer engagement,’ and ‘brand engagement’ (e.g. Bowden, 2009). Table 1 provides an overview of recent engagement research in the marketing/service literatures.

Table 1 about here

Despite the debate regarding the interpretation of CE, Brodie *et al.* (2011), adopting an S-D logic perspective, identify the existence of ‘interactive experience’ between a focal engagement subject (e.g. customer) and object (e.g. a brand) as a core hallmark typifying the concept, thus highlighting the two-way, interactive nature of engagement (Hollebeek, 2010; Gambetti and Graffigna, 2010).

Further, concurring with Van Doorn *et al.* (2010), CE represents a multidimensional concept comprising relevant cognitive, emotional and behavioral dimensions, although their specific expression may vary across contexts (Hollebeek, 2010; Brodie *et al.*, 2011). To illustrate, while Mollen and Wilson (2010) identify ‘active sustained processing’ and ‘experiential/instrumental value’ as online engagement dimensions, offline CE applications have been conceptualized using the distinct dimensions of ‘absorption,’ ‘vigor’ and ‘dedication’ (Patterson *et al.*, 2006). In this research CE is defined as ‘the level of a customer’s cognitive, emotional and behavioral investment in a specific brand interaction’ (Author, 2011; cf. Hollebeek, 2010).

Moreover, linkages to specific utilitarian and hedonic benefits and/or value accruing from consumer and/or customer engagement with a specific object (e.g. a brand) are starting to become documented in the literature. Specifically, Abdul-Ghani *et al.* (2010) identify specific utilitarian/hedonic benefits arising from consumers’ engagement with a particular consumer-to-consumer auction website. Further depth pertaining to specific utilitarian/hedonic CCV is provided in section 2.2.

2.2 Co-created value

Under the S-D logic the ‘value co-creation’ concept represents a key driver of CE and customer experience (e.g. Vargo and Lusch, 2004, 2008a/b; McColl-Kennedy *et al.*, 2009). A conceptual distinction may be drawn between the process-based ‘value co-creation’ concept and its resultant levels of ‘co-created value’ (CCV), the latter of which is of primary interest in this paper. Specifically, Vargo and Lusch (2008a) refer to ‘value co-creation’ as ‘the unavoidable, multi-party nature of [focal] value creation’ processes, and view the concept as ‘a model in which

value is created through the joint activities of providers and customers, but also the activities of others in the networks of these parties.’

By contrast, ‘co-created value’ (CCV) reflects the level of perceived value created in the customer’s mind arising from interactive and/or joint activities for and/or with actors (Vargo and Lusch, 2008a; Gummesson *et al.*, 2010; Mele and Spina, 2010), which is generated in focal service experiences. Although the scope of the CCV concept has, conventionally, centered on specific human-to-human interactive forms (e.g. Vargo and Lusch, 2004a), this paper proposes an extension of the conceptual ambit of CCV.

Specifically, value may be co-created by virtue of not only specific human-to-human interactions, but also from focal human-to-object interactions, including inanimate objects (e.g. a brand; cf. Wagner, 1994). The rationale underlying this assertion is based on an extensive body of research, which attributes specific human-like characteristics to focal inanimate objects (e.g. brands), including Aaker’s (1997) ‘brand personality’ concept, which develops five key brand personality traits analogous to human personality, including sincerity, excitement, competence, sophistication and ruggedness. Further, Fournier (1998) and Aaker *et al.* (2004) view consumer/brand interactions to closely resemble focal human-to-human interactions, thus providing further support for this perspective.

In this research a conceptual distinction is made between CCV and ‘customer value.’ Specifically, ‘customer value’ is defined as ‘a consumer’s overall assessment of the utility of an offering based on perceptions of what is received and what is given’ (Zeithaml, 1988). Hence while specific

interactions are required for focal CCV levels to emerge, the existence of such interactions is less crucial for the emergence of customer value. The concept of ‘interaction’ (or interactivity, which is often used synonymously; Hoffman and Novak, 1996) has been defined as ‘reciprocal events requiring two or more objects, exerting a mutual influence (Wagner, 1994). This definition also provides further support for the potential existence of interactivity involving at least one inanimate object, as advocated in this research (cf. the above discussion regarding Aaker’s (1997) ‘brand personality’).

Moreover, CCV in this paper is viewed to comprise utilitarian and hedonic components, a conceptual distinction which is not known to have been made in the CCV literature to-date. Specifically, ‘utilitarian CCV’ reflects a customer’s perceived functional, non-sensory utility obtained by virtue of specific interactions with a particular actor (e.g. a service employee, or brand; Batra and Ahtola, 1991; Voss *et al.*, 2003), including specific informational and/or educational utility. ‘Hedonic CCV,’ by contrast, reflects individuals’ affective gratification extracted from sensory attributes in particular interactions (Voss *et al.*, 2003; Batra and Ahtola, 1991), including socially- and/or enjoyment-derived CCV.

2.3 The CE/CCV interface

As stated in section 2.2 CE in this paper is defined as ‘the level of a customer’s cognitive, emotional and behavioral investment in a specific brand interaction’ (Author, 2011). Further, co-‘created value’ (CCV) reflects the level of perceived value created in the customer’s mind arising from interactive and/or joint activities for and/or with actors (Vargo and Lusch, 2008a; Gummesson *et al.*, 2010; Mele and Spena, 2010). Based on these definitions, a degree of

association is expected to exist between the CE and CCV concepts. Specifically, the level of a customer's investment in a particular interaction with a focal object (e.g. a brand) may generate a level of customer-perceived value by virtue of interacting with the object, i.e. CCV.

This assertion concurs with Higgins and Scholer's (2009) 'Regulatory Engagement Theory' (RET), which posits that 'the more engaged individuals are to approach or repel a target, the more value is added to or subtracted from it [i.e. the target, e.g. a brand].' As such, a significant association is expected to exist between the CE and CCV concepts.

Further, Mollen and Wilson's (2010) conceptualization of (online) engagement as 'a cognitive and affective *commitment* to an active relationship with the brand' using specific computer-mediated entities also implies consumers' acquisition of CCV from focal brand interactions, similar to Vivek *et al.*'s (2011) notion of 'participation' and 'connection' comprising consumer engagement (cf. Abdul-Ghani *et al.*, 2010; Goldsmith *et al.*, 2011). Moreover, Bowden's (2009) proposed contribution of CE to ensuing loyalty outcomes provides further support for the existence of a positive association between CE and CCV.

3. Research objective & approach

3.1 Research objective

The relatively nascent developmental state of research into the CE/CCV interface calls for the adoption of qualitative inquiry to uncover in-depth, rich insights into the nature and dynamics typifying this relationship (Crotty, 1998). Specifically, this research employed a semi-structured, dual interviewing/focus group methodology to uncover rich, deep insights into the phenomena

under investigation (Smith, 1995). The adoption of this dual method also enabled data triangulation (Coffey and Atkinson, 1999).

The research objective was, combined with the findings derived from the conceptual analysis in section 2, to provide academic insights into the nature and dynamics characterizing the conceptual association between CE and CCV. Specifically, the research question developed to guide the inquiry was: *What is the nature of the relationship between CE and customer's utilitarian and hedonic CCV?*

3.2 Data collection procedures

Participants were recruited through advertisements posted on community notice boards in a large city in New Zealand. The sample comprised 20 informants aged 18-69, who resided in different areas, and nine of whom were male. Interviews took approximately 45 minutes each; and the focus group comprising eight individuals took approximately 80 minutes to completion. The focus group, which was moderated by the researcher (Fern, 1982), employed a semi-structured interview script to glean insights into the research question.

Data collection was discontinued when saturation was reached, i.e. where few new insights were gained from additional data (Lincoln and Guba, 1985). Following Brakus *et al.* (2009), the research commenced by asking respondents to self-select a brand in any category, which they felt to be 'highly-engaging' in an open-ended, free-association manner (Hollway and Jefferson, 2000). Informant's names were altered to help protect their privacy.

3.3 Data analysis

Spiggle (1994) and Bogdan and Biklen (1982) were consulted for data-analytic purposes, which included thematic analysis to interpret emerging themes from the data. In contrast to content analysis, thematic analysis incorporates the entire conversation as the potential unit of analysis (Thomsen *et al.*, 1998). The analysis was conducted at two levels, i.e. open and axial coding (Strauss and Corbin, 1998). The open codes were developed from text varying in length from several words to paragraphs. The open/axial coding represented an iterative process whereby themes initially identified using open coding merited further scrutiny and/or linking during the axial coding process.

Further, the analysis was conducted: (a) Inductively, i.e. from the raw data; and (b) Deductively, i.e. from the literature review-based findings (Taylor and Bogdan, 1984). Analytical emphasis, however, was placed on the data-based, inductively-emergent findings based on the exploration of a research question in this research, which was not found to have received attention in published research to-date.

4. Findings

4.1 Overview

Respondents provided a range of self-selected brands which they felt to be ‘highly-engaging.’ An overview of highly-engaging brands cited by the respondents is provided in Table 2.

Table 2 about here

The research question guiding the inquiry was: *What is the nature of the relationship between CE and customer's utilitarian and hedonic CCV?* An overview of respondent statements addressing this research question is provided in Table 3.

Table 3 about here

The respondent statements in Table 3 show that specific levels of utilitarian, and hedonic, CCV emerged as a result of individuals' interactions with their selected highly-engaging brands. Specifically, the CE/utilitarian CCV relationship was found to be driven by specific perceived educational/informational (e.g. Andrew's, Rose's statements), functional (e.g. Rachel's statement), quality (e.g. Anna's, James' statements), health-related (e.g. Joan's, Ben's statements), and/or performance-based value (cf. Simon's, James' statements).

Further, insights into the CE/hedonic CCV interface were also provided by the data, as illustrated by respondent statements, including 'feeling good' (e.g. Joan's, Rachel's statements), 'feeling passionate' about (e.g. Andrew's statement) and/or 'enjoying' a specific interaction (e.g. Ben's, Anna's, Annette's statements). Moreover, a suitable balance between specific utilitarian and hedonic brand value was highly sought after, as exemplified by Eve's and Simon's statements. Similarly, Anna's statement implies the importance of an appropriate price/quality trade-off in driving CE, and consequently, CCV.

Based on this analysis a conceptual model of the interactive CE/CCV relationship was developed, which is shown in Figure 1. Specifically, based on the research findings Figure 1 represents the anticipated positive effect of CE on both utilitarian and hedonic CCV as distilled from the

literature review in section 2.3. Further, a positive association from utilitarian and hedonic CCV on CE is also expected in subsequent brand interactions, as indicated by the arrow from CCV back to CE in the model. The rationale underlying this observation is that particular CCV levels generated by virtue of a specific brand interaction were found to exert a positive effect on CE in subsequent brand interactions, based on e.g. the development of a (more) favourable brand image or attitude from the preceding brand interaction, which is expected to positively affect ensuing CCV levels accruing from subsequent brand interactions. As such, Figure 1 provides an iterative model of the CE/CCV relationship, as observed from the data.

Figure 1 about here

5. Limitations and implications

The purpose of this research has been to provide insights into the nature of association between CE and the utilitarian and hedonic aspects of CCV. The exploratory findings indicated that CE serves to positively affect focal ensuing utilitarian, as well as hedonic CCV levels, which is not known to have been explored in the literature to-date. Further, a positive association from CCV to CE in *subsequent* brand interactions was also observed, as shown in Figure 1.

This research has also contributed to the theoretical development of the CCV concept. Specifically, this paper has proposed extending the scope of the CCV concept to include not only specific human-to-human, but also human-to-object, interactions. Based on research advocating the human-like characteristics of focal objects (e.g. brands; Aaker, 1997), this paper has proposed the inclusion of focal human-to-object interactions into the ambit of the CCV concept. Based on

this analysis a number of implications may arise for business practice and research. For instance, further conceptual exploration and subsequent empirical testing is required e.g. in comparative research addressing the relative co-creative capacity of human-to-human, versus human-to-object interactions.

Moreover, this research has established a conceptual distinction between utilitarian, versus hedonic, CCV, which is not known to have received attention in the literature to-date. Specifically, focal levels of utilitarian (e.g. informational, educational) and/or hedonic (e.g. sensory) CCV were found to emerge as a result of customer's engagement with a focal brand in a particular brand interaction. Future research may wish to extend these findings e.g. by providing estimates of the relative importance of specific utilitarian and hedonic CCV levels based on the iterative CE/CCV model presented in section 4.

Despite these contributions this research is also subject to a number of limitations. First, the adoption of qualitative methods of inquiry has resulted in limited generalizability of the findings. Therefore, to solidify the present findings, empirical testing in quantitative research designs is required in order to validate the present, exploratory findings in a more generalizable manner. Moreover, future empirical research is required to quantify the nature and directionality, of the CE/CCV proposed relationship in this paper.

Second, in this study the respondents were asked to self-select their brands (cf. Brakus *et al.*, 2009), which resulted in 20 different brands employed in the analysis (cf. Table 2). As a result of using different brands in the analysis, comparative assessments for each brand could not be made

across the respondents. Therefore, future research may wish to adopt a research design in which the brand is kept constant, thus permitting insights in specific brand-related CE/CCV dynamics for the brand across respondents.

Third, the present study employed a cross-sectional research design, which provides only a snapshot of the relevant CE/CCV dynamics at a particular point in time. As such, the research design precludes assessments to be made regarding the evolution of CE, and/or utilitarian/hedonic CCV, levels over time. Consequently, future research may wish to adopt longitudinal research designs, which capture the progression of CE/CCV levels over time, and may also be used to predict their relevant levels beyond the time period studied by means of data extrapolation. For instance, using a longitudinal design, findings may indicate a decreasing relative importance of utilitarian CCV over time (e.g. based on learning effects), versus an upward trend for customers' hedonic CCV (e.g. based on a perceived 'mastery' of the brand and/or its usage, facilitating the emergence of customers' brand-related enjoyment) through the progression of time.

This research also generates several managerial implications. First, by addressing the emerging CE and CCV concepts, it may further managerial understanding regarding the importance of focal positive interactive customer experiences with their brands, which are expected to contribute to ensuing loyalty outcomes (Bowden, 2009). Second, by proposing a conceptual distinction between human-to-human, versus human-to-object, interactions this paper may contribute to managers' understanding of the potential strength of consumer/brand interactions and relationships (cf. Fournier, 1998), and the fact that consumers may impose human-like characteristics (e.g. a friend) on to inanimate objects (e.g. a brand). Third, this paper emphasizes the importance of providing

adequate levels of utilitarian, as well as hedonic, CCV for optimal performance. Fourth, the paper has identified CE as a key driver of CCV perceptions, thus highlighting the importance of including CE as a key priority in strategic marketing activity.

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Figure 1: Conceptual model - The CE/CCV interface

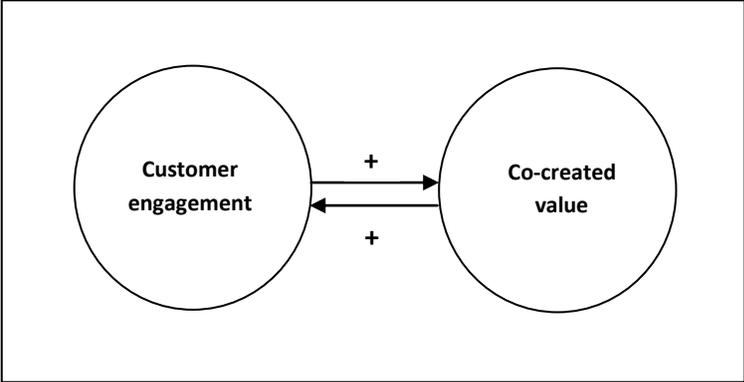


Table 1: Overview – Engagement conceptualizations in the marketing literature

Author(s)	Concept	Definition
Van Doorn <i>et al.</i> (2010)	Customer engagement behavior	Customers' behavioral manifestation toward a brand or firm, beyond purchase, resulting from motivational drivers, including word-of-mouth activity, helping other customers, blogging and writing reviews.
Hollebeek (2010)	Customer engagement	The level of expression of an individual customer's motivational, brand-related & context-dependent state of mind characterized by a degree of activation, identification and absorption in brand interactions.
Gambetti & Graffigna (2010)	Engagement	The authors differentiate between the soft, relational; and pragmatic, managerial aspects of engagement.
Mollen & Wilson (2010)	(Online) engagement	A cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value.
Abdul-Ghani <i>et al.</i> (2010)	Engagement	Requires consumer connection (e.g. with media), and implies utilitarian, hedonic and social benefits [arising from consumer] engagement with a specific consumer-to-consumer auction website.
Vivek <i>et al.</i> (2011)	Consumer engagement	The intensity of an individual's participation and connection with the organization's offerings and activities initiated by either the customer or the organization.
Higgins & Scholer (2009)	Engagement	A state of being involved, occupied, fully absorbed or engrossed in something (i.e. sustained attention), generating the consequences of a particular attraction or repulsion force. The more engaged individuals are to approach or repel a target, the more value is added to or subtracted from it.
Bowden (2009)	Customer engagement	A psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand, as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand.
Patterson <i>et al.</i> (2006)	Customer engagement	The level of a customer's physical, cognitive and emotional presence in their relationship with a service organization.
Scott & Craig-Lees (2010)	Audience engagement	Consists of (a) pleasure; (b) arousal, and (c) cognitive effort.
Calder & Malthouse (2010)	Media engagement	A motivational experience; being connected to a specific media. The authors identify four types of engagement experiences: (a) transportation (intrinsic motivation/approach); (b) irritation (intrinsic motivation/avoidance); (c) promotion (extrinsic motivation/approach); and (d) rejection (extrinsic motivation/avoidance).

Table 2: Overview - Respondents' selected highly-engaging brands

Respondent	I / FG	Highly-engaging brand selected	Category
1. Andrew (39)	I	<i>The Amazing Race</i>	<i>Reality television show</i>
2. Joan (34)	I	<i>Kinder Chocolate</i>	<i>Chocolate</i>
3. Eve (65)	I	<i>Mercedes-Benz</i>	<i>Automobiles</i>
4. Ben (54)	I	<i>Health & Sports</i>	<i>Gymnasium</i>
5. Anna (30)	I	<i>The Body Shop</i>	<i>Cosmetics/personal care</i>
6. James (41)	I	<i>Shimano</i>	<i>Fishing equipment</i>
7. Todd (26)	I	<i>Findsomeone.co.nz</i>	<i>Internet dating website</i>
8. Jake (20)	I	<i>Apple iPod</i>	<i>Consumer electronics (mp3 player)</i>
9. Megan (43)	I	<i>Rodney Wayne</i>	<i>Hairdressing chain</i>
10. Sally (27)	I	<i>Hoyts</i>	<i>Cinema</i>
11. Jenny (64)	I	<i>Hewlett-Packard</i>	<i>Consumer electronics (personal computer)</i>
12. Simon (32)	I	<i>Holden Club Sport CSV CR 8</i>	<i>Automobiles</i>
13. Geoff (42)	I	<i>Blackberry</i>	<i>Consumer electronics (smart phone)</i>
14. Annette (58)	I	<i>King's Plant Barn</i>	<i>Garden center</i>
15. Rose (46)	FG	<i>Disney</i>	<i>(Family) entertainment</i>
16. Gerald (61)	FG	<i>Qantas</i>	<i>Airline</i>
17. Miranda (52)	FG	<i>Givenchy</i>	<i>Cosmetics</i>
18. Rachel (48)	FG	<i>Country Road</i>	<i>Apparel</i>
19. Penelope (35)	FG	<i>Kraft Crunchy Peanut-Butter</i>	<i>Fast-moving consumer goods</i>
20. Graham (68)	FG	<i>ASB Bank</i>	<i>Retail banking chain</i>

Notes - "I:" In-depth interview; "FG:" Focus group

Table 3: Illustrative respondent statements to research question

CE/CCV interface	Illustrative respondent statements
CE/Utilitarian CCV	<ul style="list-style-type: none"> ○ “[The Amazing Race] has got the ‘travel log’ aspect. I’m quite interested in travel; you’re getting to see the world from your chair.” (Andrew, 39) ○ I’ll get [Kinder Chocolate] from anywhere I can. It’s the preferred option for children because it’s healthier; there is a high percentage of milk in it.” (Joan, 34) ○ “Watching Disney videos got my kids ready to watch [other] English movies. Disney provides an ethical, moral story, which is very educational.” (Rose, 46) ○ [Country Road] being functional; gets me to come back and make repeat purchases.” (Rachel, 48) ○ [I make] sure I get [to Health & Sports Gym] every second night, and trying to just make my full hour and get the full benefit. I have a strict routine with the gym.” (Ben, 54) ○ “It’s the combination of functionality and aesthetics that drives [my] engagement with [Mercedes-Benz].” (Eve, 65; Note: Statement covers CE/utilitarian & hedonic CCV) ○ “I go around and browse in the Body Shop. It’s the quality... the price, which I think is fair value, that’s why I buy their products.” (Anna, 30) ○ “I always look at what Shimano is offering. It absolutely stands for quality.” (James, 41) ○ “Out of the local dating websites [Findsomeone.co.nz] is the best one. It seems to have the highest-quality people subscribing to it.” (Todd, 26) ○ “When I make an appointment I’ll try booking in with one of their hair dressers whom I think does a really good job.” (Megan, 43) ○ “It’s great what technology, like my computer, enables me to do!” (Jenny, 64) ○ “Holden, in my mind, stands for, being performance as well as nice design.” (Simon, 32; Note: Statement covers CE/utilitarian & hedonic CCV) ○ “[My Blackberry] is a useful tool in my work; I use it all the time.” (Geoff, 42)
CE/Hedonic CCV	<ul style="list-style-type: none"> ○ “I want to watch [The Amazing Race], I want to be part of it; Sunday night 7:30 I’m going to be there, I’m passionate about it.” (Andrew, 39) ○ “[Eating Kinder Chocolate] just gives me a really nice feeling, so I can relax and forget about all my troubles.” (Joan, 34) ○ [Disney] is fun, it enthuses me. If there’s a new Disney movie, we’re there... It’s sheer happiness.” (Rose, 46) ○ [Country Road] makes you feel good. If I’m wearing Country Road clothing, I feel good.” (Rachel, 48) ○ [ASB Bank] advertising [is what] I really enjoy.” (Graham, 68) ○ “I enjoy it [Health & Sports Gymnasium]; It’s kept me going.” (Ben, 54) ○ “I enjoy a little moment to myself [with The Body Shop products].” (Anna, 30) ○ “You know you’re going to go out there [with Shimano fishing gear] and have fun.” (James, 41) ○ “Most days new people are signing up to [Findsomeone.co.nz] so there’s usually a new supply of people to date, which is fun.” (Todd, 26) ○ “When I’m really thoroughly enjoying the latest tracks that I’ve downloaded through iTunes then I’m really happy.” (Jake, 20) ○ “I always enjoy getting my hair cut, or going into the hairdresser’s for treatments, or to buy hair products.” (Megan, 43) ○ “[Going to Hoyts] is fun and you can escape from your own cares and jobs you

- should be doing.” (Sally, 27)
- “I enjoy going in [to King’s Plan Barn] on a weekend.” (Annette, 58)