

**RELIEVING AND ENABLING CUSTOMERS' VALUE COCREATION:
A RESEARCH AGENDA**

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Keywords

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Type

Conceptual paper

Purpose

This presentation reframes how marketing scholars and practitioners examine customers, offerings, and competition and thereby provides a framework that conceptually connects customer value cocreation (CVC) and the relieving and enabling service of market offerings.

Design/methodology/approach

We integrate the concepts of relieving and enabling with the resource-based view of customers to show, both conceptually and with examples, how customers might be relieved and enabled while acquiring, integrating, and applying their operant resources. According to SDL, applied operant resources represent the bases of market exchange. A resource-based view (RBV) of this exchange indicates that ongoing relieving and enabling of customers through market offerings allows improvements through specialization. Increasingly, operant resources such as information and knowledge can be codified and digitized. Such “liquification” can connect multiple actors in value cocreation structures, which have been referred to as value constellations.

Findings

To understand how market offerings relieve and enable customers’ value cocreation, the authors suggest a resource-based view of both customers and market exchanges. Specifically, customers apply operant resources for their immediate value cocreation and develop operant resources for future cocreation.

Originality/value

While our framework provides a fresh perspective on how marketing scholars and managers examine customers, offerings, and competition, we are far away from a positive theory of marketing treating the customers’ co-creation of value as core rather than as an activity at the end of the firm’s value chain. The purpose of this paper is to suggest further research in this direction.