

DISSERTATION INFORMATION

- Title: **Customer mindfulness in service value co-creation for a better life**
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Abstract

Nowadays, the concern on sustainable development focusing on improving individual's as well as society's well-being has become a worldwide issue. In the field of service marketing, scholars are endeavoring to contribute to a "better world" through studies on the well-being of various actors in the service system. As a result of this research stream, transformative service research (TSR) has emerged that focuses on promoting the well-being outcomes of services.

Although TSR has received increasing attention from service researchers recently, the important question about how to improve service customer well-being is underresearched. Specifically, under the theoretical lens of service-dominant logic, previous studies have not fully explored the impact of customer co-creation activities - including customer participation and customer brand engagement - on their well-being. Besides that, in transformative services such as healthcare, education, customers have chances to interact with the brand along the time of service consumption. Thereby, customer brand engagement may have a role in activating customer participation due to the iterative and interactive characteristics of value co-creation process. However, little is known about this relationship. Moreover, participating in these prolonged and frustrating services, customers need to maintain motivation and psychological resources for a certain period before they can realize service outcomes. In that case, mindfulness can be a potential solution. From the above mentioned, the research entitled "*Customer mindfulness in service value co-creation for a better life*" is formulated to investigate

the impact of mindfulness on customer participation and customer brand engagement, leading to their improved well-being.

This is a theoretical research which adopted the post-positivism methodology as the philosophical worldview. Within this methodology, the hypothetical-deduction approach was selected. The research model includes 13 hypotheses that were empirically examined in the context of yoga training service. The quantitative data were collected from customers practicing yoga at 10 yoga centers and 2 yoga events by using a survey. The sample includes 290 respondents. The analysis process was conducted using SPSS 21 and AMOS 21 packages.

The analyses show that customer's state of mindfulness significantly affects customer participation effort (the cognitive aspect of customer participation behavior) through customer participation energy (the affective aspect of customer participation behavior) and customer brand engagement. Additionally, customer brand engagement exerts its positive impact on customer participation in the service via both participation effort and participation energy. Both customer participation and customer brand engagement have significant positive impacts on customer well-being which is represented by customer quality of life (Objective well-being) and life satisfaction (Subjective well-being). The established relationships account for 66% of the variance of quality of life and 47% of life satisfaction, meaning that the proposed model is suitable for explaining the roles of mindfulness, customer participation and customer brand engagement in creating a better life for themselves. Besides that, the strength of impact of some relationships in the model is moderated by how long a customer experience the service.

Contribution

The findings of this research contribute to the literature in several ways. Firstly, it is among few studies providing insights into the role customer mindfulness plays in a transformative service context. Secondly, it is also among very few studies that includes both constructs energy and effort at the same time into the same research model. This approach highlights the mechanism in which mindfulness and customer brand engagement impact customer participation in a co-creation process. Thirdly, this study provides empirical evidence for the impact of customer brand engagement on customer participation. Lastly, it explains how value co-creation activities impact customer wellbeing (via perceived service value).

Based on these findings, this study provides managerial implications for transformative service providers in facilitating their customer well-being. Accordingly, service providers can raise customer awareness about the importance of being mindful as well as can provide mindfulness training for their customers. In addition, enhancing customer brand engagement, customer participation effort and customer participation energy should be received more attention from service managers.

In spite of the meaningful findings, there are several limitations in research design. By addressing these limitations, some research topics are suggested for further studies.

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