

# More Than a Snapshot: Dynamic Value-in-Use Emergence in E-Services

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**Purpose** – The modeling of technology-based services is becoming increasingly complex, as these services can now be customized according to customers' individual usage processes and goal pursuits (Cho & Menor, 2010). Whereas service modeling thus far has focused on customer behavior and experiences (e.g., Howard & Sheth, 1969; Lemon & Verhoef, 2016; Neslin et al., 2006), the authors adopt the view that service modeling focused on value-in-use (ViU) emergence potential is necessary.

**Design/Methodology/approach** – This study uses a qualitative approach to investigate how ViU emerges in the course of a use process and what factors influence ViU emergence in the context of language learning applications. To this end, episodic interviews are used due to their suitability for the reconstruction of past episodes in the form of a narration (Jovchelovitch & Bauer, 2000).

**Findings** – By extending service-dominant logic with regulatory mode theory, the authors discover a ViU emergence process consisting of eight stages, ranging from initial trigger to termination. The findings suggest that the course of the ViU emergence process is subject to assessments and movements within the process. Assessment processes, thereby, go beyond ViU assessments and also encompass the following influencing factors: goals, resources, and usage intensity.

**Research limitations/implications (if applicable)** – The study illustrates the dynamic course of the ViU emergence process in terms of a usage process and provides a more refined elaboration of the influencing factors: goals, resources, and usage intensity. Future research might be needed to explore the study's applicability in other usage processes.

**Practical implications (if applicable)** – By examining a customer's overt usage, assessments and movements, practitioners can pinpoint where a customer is located in the ViU emergence process, so that appropriate measures can be taken to further promote customers' ViU emergence through e-service design.

**Originality/value** – This paper contributes to the general understanding of longitudinal and dynamic ViU processes in e-services by focusing on a customer's goals and processes. In addition, this research also extends goals, resources, and usage intensity through the identification of multiple sub-dimensions and their influence on dynamic ViU emergence.

**Key words** (max 5) Value-in-use emergence, e-services, service-dominant-logic, regulatory mode theory, mobile application usage

**Paper type** – Research paper