



Venice - 14-16 January 2021

Towards a Knowledge Marketing research and model of consumer's competencies through creativity in application of the smell web

Abstract

This communication reports on the progress of a "Knowledge Marketing" research based on a conceptual analysis of consumer's competencies, as defined in marketing research and aims at proposing a new model of competencies for a better understanding of the value created by the consumer and the firm. The conceptual framework is illustrated by the use of the smell web. This illustration is elaborated from a secondary exploitation of a qualitative research. This communication takes into account the polysemy of the notion of competency and tries to contribute to the enrichment of current theoretical and managerial works on value co-creation.

Key words

Competency, consumer, creativity, marketing, management, smell web

Research into experiential marketing suggests taking into account the experiential dimension which would broaden the view of the client relationship in the services field. The main objective is to see how these services are produced, marketed and consumed in a relational process made up of various creatives experiences. Eminent authors' research which explains the notion of customer competence and appropriation experiences, contribute to the widening of marketing studies.

The approach is built around moderate marketing, the principle of which is to link up the consumption experience concept with the consumers' desire for appropriation. It relies on the vision of the proactive consumer who seeks to be less passive and to bring his personal contribution to his consumption experiences. For the corporate entity, this means rethinking how it conducts its business and manages its clientele, meeting the emotional quest of the moment, offering recognition and rooting, favouring creativity, removing the producer / consumer barrier by involving the consumer in developing the offering. These trends encourage us to take a new look at marketing contributions and to construct a new proposition based on the creation of client-corporate entity knowledge: "Knowledge Marketing". According to proposition, the customers are involved in this process of organisational learning. They are no longer outside the corporate entity, but are an integral part of the "organisation", and of the organisational knowledge creation process. It shows that 'Knowledge Marketing' consists in developing corporate collaborators' competence and that of customers involved in the organisational knowledge creation process.



Venice - 14-16 January 2021

In the continuum of our research in Knowledge Marketing, consumers are co-creators of value. Their opinions stand in contrast to views of conventional marketing, which targets and captures consumers. More exactly, the dominant logic of service suggests that the value creation is the result of a combined effect of “operant resources”, defined as a set of knowledge, skills, expertise, activated both by the company and the consumer. However Service Dominant Logic suffers from the absence of empirical evidence which would permit to enrich the knowledge on the way the consumers engage themselves in a co-creation process through the scope of creative resources and skills activation.

These new elements involve for companies the necessity to build frameworks to understand which knowledge, know-how or abilities their consumers require and how these latter acquire them in order to build associated learning curves. However, the concept of “operant resources” does not seem relevant enough to report completely the dynamics of realization of these tasks from the point of view of the consumer. Indeed, it consists of some number of heterogeneous elements (physiological / psychological state and skills, knowledge, know-how, expertise) among which the structure, the contents, the links which they maintain remain relatively vague. The notion of competency seems to be more relevant to re-articulate the diverse elements composing the concept of “operant resources”.

What does mean the fact that consumers bring into play competencies in general way and, more specifically, in the context of consumer’s creative skills. In this framework, how can one understand a consumer experience or the activity that consists in choosing and consuming and even in creating a product or service? This paper aims at clarifying the idea of consumer competencies and enhancing current theories on the topic. This research will enrich our previous work by introducing the components of resources and skills (likely to explain consumer creativity) in the co-creation models.

First, we will focus on marketing research integrating the idea of competencies and research in the management and education sciences in order to propose a lens through which the consumers’ competencies use can be read. Then, we propose to illustrate the analysis through the use of “Exhalia smell Web” which requires special creative resources and competencies.