

## **Customer Participation in Service Encounters – A Pilot Study On Customers’**

### **Perspective**

Ashwini K. Awasthi  
Professor  
Institute of Management  
Nirma University  
S G Highway  
Ahmedabad – 382481  
[awasthiak@yahoo.com](mailto:awasthiak@yahoo.com)  
[awasthiak@imnu.ac.in](mailto:awasthiak@imnu.ac.in)

### **Abstract**

*The literature on drivers of customer co creation intentions in services has generally looked into firm productivity, operational efficiency, and means of enhancing customer motivations. However customers’ objectives for co creation would be consumption experience and service output. How can the firm motivate customers to participate effectively has been addressed, but why do customers believe that they participate well has not been explored empirically in the literature. The study investigates this issue with the use of critical incident technique. The incidents were classified into three categories and eight sub categories. The study shows that motivation to participate in service production and delivery is affected by customers’ perception of the role clarity of service employees, and the emotional connect that customers have with a service.*

**Keywords:** Co creation, customer motivation, customer perspective