Behaviors and characteristics of self-organized equestrian users
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Behaviors and characteristics of self-organized equestrian users

Colloque doctoral AFM - 18 mai 2021
Initiation mainly in riding schools

≈650 000 federation (FFE) memberships

1st women’s sport

Strong horses' presence

Self-organized users estimated at 1.5 million
Exploratory study

What are the determinants of consumer participation in value cocreation in relation to their consumption experience?
Literature review

Rich literature on co-creation between businesses and consumers for the past 10 years

Co-creation vs co-production

Similarity of determinants between prosumption and co-creation

⇒ Expanding the conceptual framework
Proposed integrative model of the value co-creation process (Eslan, Costa, and Vial and adapted from Heinonen et al. (2018), Nagel et al. (2018), Leclercq et al. (2016) and Aurier et al. (2004)
Theoretical framework

Value cocreation framework according to Leclerc et al (2016)

⇒ Collaboration of different actors via online platform
⇒ Cocreation process create overall value
⇒ Importance of motivations, limits and consequences

Integrative approach to value according to Aurier et al (2004)

⇒ Literature review on consumption value
⇒ Influence of value components on the overall value
⇒ Perceived benefits / costs ratio = overall perceived value

Presence of invisible values - Medberg and Heinonen (2014)

⇒ Focus on customer values beyond the usual banking service
⇒ Presence of 4 invisible factors of value (shared moral, responsibility, relational and heritage)
# Integrative table of the dimensions of consumption value

(Lai, 1995; Holbrook, 2002; Aurier et al., 2004; Medberg and Heinonen, 2014)

<table>
<thead>
<tr>
<th></th>
<th>Extrinsic</th>
<th>Intrinsic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-orientated</strong></td>
<td><strong>Instrumental value</strong></td>
<td><strong>Hedonnic value</strong></td>
</tr>
<tr>
<td></td>
<td>Utilitarian</td>
<td>Playful</td>
</tr>
<tr>
<td></td>
<td>Knowledge</td>
<td>Experiential stimulation</td>
</tr>
<tr>
<td><strong>C to C context</strong></td>
<td>Improved satisfaction of knowledge needs compared to C to B</td>
<td>Hedonic value related to social interactions between actors / influence of emotional value</td>
</tr>
<tr>
<td><strong>Others-orientated</strong></td>
<td><strong>Social value</strong></td>
<td><strong>Spiritual value</strong></td>
</tr>
<tr>
<td></td>
<td>Self expression</td>
<td>Social practice, Ethical</td>
</tr>
<tr>
<td></td>
<td>Social linkage</td>
<td>Holistic (consistency of the product with other products already consumed)</td>
</tr>
<tr>
<td></td>
<td>Relational value (as a long term relationship between actors) / Heritage value (customer's and family's experience within the company and their consumption experience)</td>
<td>Shared moral value (adequacy between the moral standards of the clients and the standards of the other stakeholders)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Responsibility value (business’ practice in terms of responsibility and integrity towards its customers)</td>
</tr>
<tr>
<td><strong>C to C context</strong></td>
<td>Influence of network / interactions increase experience consumption / Social growth via hedonic value</td>
<td>Collectivist convictions (consumption form and cooperators commitment with the community) (El Karmouni, 2017)</td>
</tr>
</tbody>
</table>
Theoretical contribution

Insights into the role of the business and the consumer (C to B, B to C, C to C)

⇒ C to C little studied in cocreation context

Integration of the different dimensions of value more than the benefit/cost ratio in the overall value

⇒ Overall null value if one or more dimensions of the value are missing
Mixed methodology

Qualitative exploratory study in 2019
19 respondents, France, various profiles -> thematic analysis

In-depth qualitative study in 2020
30 respondents, France, various profiles
  ⇒ Textometric analysis (Iramuteq)
  ⇒ Selection of some elements of the theoretical model

Quantitative study in 2021
Online survey, internship N. Chibane (Master research)
More than 500 self-organized respondents expected
  ⇒ Statistical (R) and textometric analysis
  ⇒ Confirm theoretical model
  ⇒ User typology

Qualitative study with equine professionnals in 2021
16 respondents, France, various profiles, internship L. Guillou (M2 STAPS)
  ⇒ Available types of offers and pros' point of view
## Collected material in 2020

<table>
<thead>
<tr>
<th>Data type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio recording (2 series)</td>
<td>Average of 162 mn per respondent [60mn;310mn]</td>
</tr>
<tr>
<td>Video and images</td>
<td>4h22mn</td>
</tr>
<tr>
<td>recording of the environnement</td>
<td></td>
</tr>
<tr>
<td>Ethnographic observations</td>
<td>29 different field situations</td>
</tr>
<tr>
<td>Interview transcripts</td>
<td>Corpus = 1 123 pages</td>
</tr>
</tbody>
</table>
Qualitatives interviews first results

- Analysis - in progress

- Double coding of verbatims according to the constructs of the model - in progress

- Presence of all constructs - validated

- 6 main lexical words - to be refined
« clairement c’est quelque chose qui me manque j’aimerais trouver un autre moyen d’interagir avec les gens que le système de stage » (Cha)
« c’est très drôle en fait de rencontrer des gens qui ont des niveaux complètement différents, qui sont propriétaires de chevaux aussi. On part faire des balades. C’est super intéressant. » (Ana)
Research question

Exploratory study

Research Question

Cocreation determinants

- S-O value
- S-O reasons
- S-O needs
- Equestrian characteristics

Issues

- ≠ value dimensions
- Motivations
- Consequences
- Services
- Activities participation C to B / C to C
- Contextual moderators
Research question 1

- Different value dimensions linked with self-organized equestrian activities?
- Integrative value approach allow analysis of consumer participation in value co-creation?

⇒ Overall perceived value+ value dimensions (sacrifices and benefits)
Value Co-Creation process

Different actors: users, businesses, institutions, organizations

Interactions (B to C & C to B or C to C)

Learning

Value dimensions

Instrumental (utilitarian/knowledge), Hedonic (satisfaction, playful, adventure), Social (self expression, heritage, relationnal), Spiritual (holistic, moral/ ethical, responsibility)

Sacrifices consented

Benefits perceived

Overall perceived value
« Mon cheval, c’est mon cœur qui bât » (Mel)
« le fait qu’ils soient chez nous, c’est un bonheur incroyable en fin de compte parce qu’on est toujours avec eux » (Chris)
«les gens qui sont passés par les clubs quand ils sont arrivés en hors structure, ils savaient monter sur le cheval, mais pas le soigner, pas gérer les prairies ou les paddocks» (Sophia)
« ces pensions, nous on aimait beaucoup parce que c’était vraiment des fermes. Il y avait vraiment un esprit rural et pas un esprit club. Mais il suffit parfois juste de quelques personnes pour qu’une ambiance se transforme » (JC)

« un cheval est grégaire, il vit beaucoup en troupeau. Il ne vit pas seul. C’est pour ça que le mettre en centre équestre n’aurait pas été bon pour moi. Il aurait été en box donc il aurait été seul » (JM)
« c’est parce que c’est une habitude en fait. C’est parce que mon père, il a toujours eu l’habitude d’avoir des chevaux à la maison » (Paule)
« on est libre de faire les choses quand on a envie de les faire » (Véro)

« C’est largement moins cher d’avoir chez soi » (Sandie)
Research question 2

Reasons that push self-organized users to isolate themselves from equine industry institutions and professionals due to different value dimensions privileged?

⇒ Motivations + consequences

Customer induced drivers

Organizations induced drivers

Value dimensions
Instrumental, Hedonic, Social, Spiritual

Customer consequences
Research question 3

Needs of these self-organized populations + getting back to equine industry institutions and professionnals + possible consequences on equestrian services’ offer?

⇒ Consumer consequences / Business consequences + Moderators influence

Moderators:
- Business relation (trust)
- Context (service access)

Overall perceived value

Consumers consequences
- Organizations, institutions, business’ consequences
Research question 4

Equestrian characteristics, behaviors and practices of riders, owners or guardians influence being self-organized + moderating role?

⇒ Moderating role of equestrian characteristics (equines, users, pratices et territories)

Moderators:
- Individual caracteristics (perceived skills, sociodemographic)
- Context (available time, service access, field specificities)

\{ Value cocreation process \}
Research question

Exploratory study

Research Question

Issues

≠ value dimensions
Motivations
Consequences
Services
Activities participation C to B / C to C
Contextual moderators

Cocreation determinants

S-O value
S-O reasons
S-O needs
Equestrian characteristics
Expected results

- Validating or not different RQ
- Developing a simplified conceptual model
- Determining the value dimensions of self-organized equestrian activities
- Self-organisation = co-creation

- Typology of equines, users, available service offer, and self-organized needs

Adapting supply to demand
Deepening the C to B and B to C side with the qualitative study of professionals
Remaining questionings?

Pertinence of research questions
Analysis of video materials
Key elements of the simplified model
⇒ Qualitative study results
⇒ Other ideas

Thank you for your participation