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## **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

1<sup>st</sup> women's sport

Strong horses' presence

Self-organized users estimated at 1.5 million



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

# Literature review

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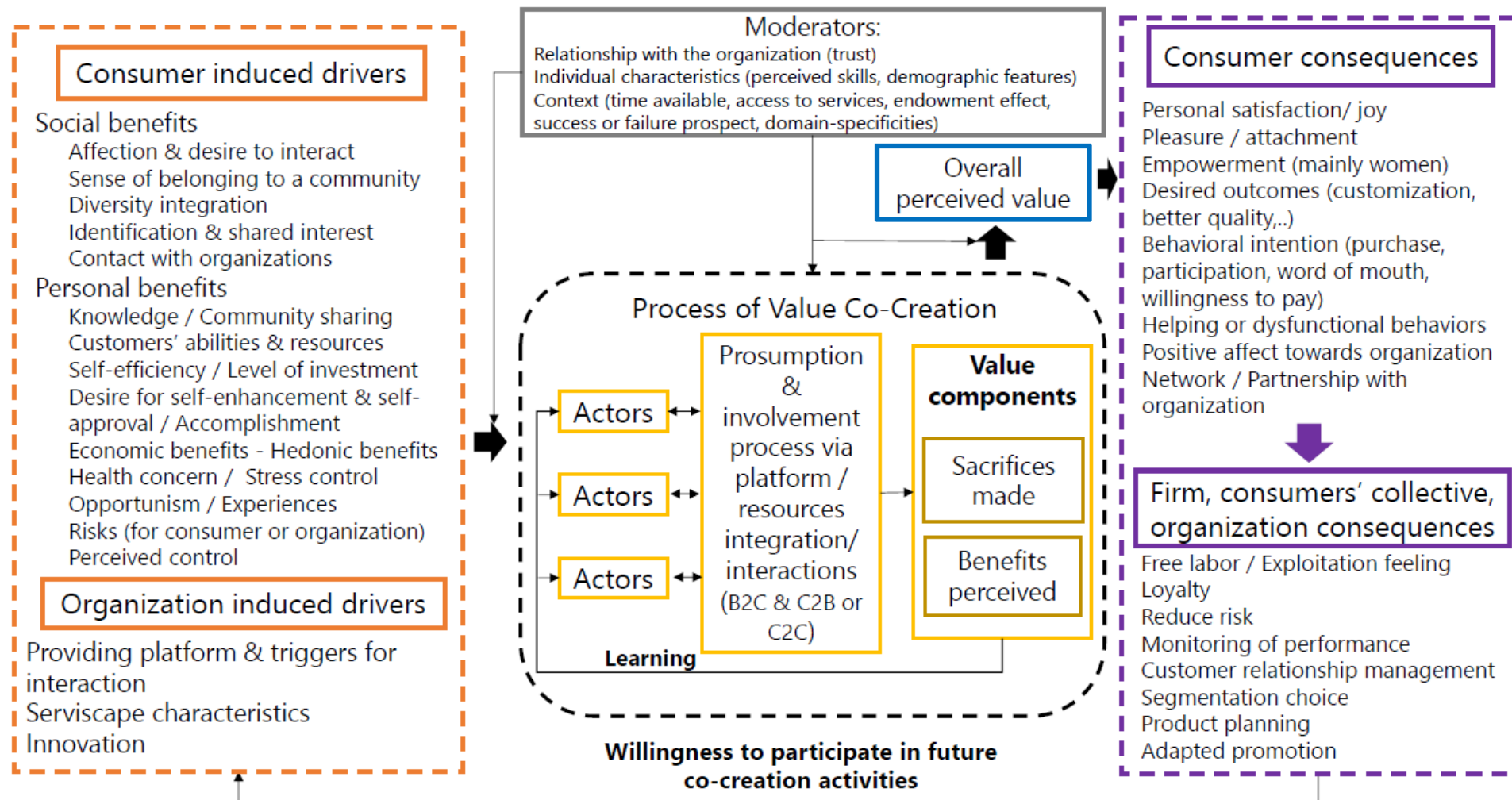
Rich literature on co-creation between businesses and consumers for the past 10 years

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)

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

# Theoretical contribution

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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 professionals in 2021

16 respondents, France, various profiles , internship L.Guillou (M2 STAPS)

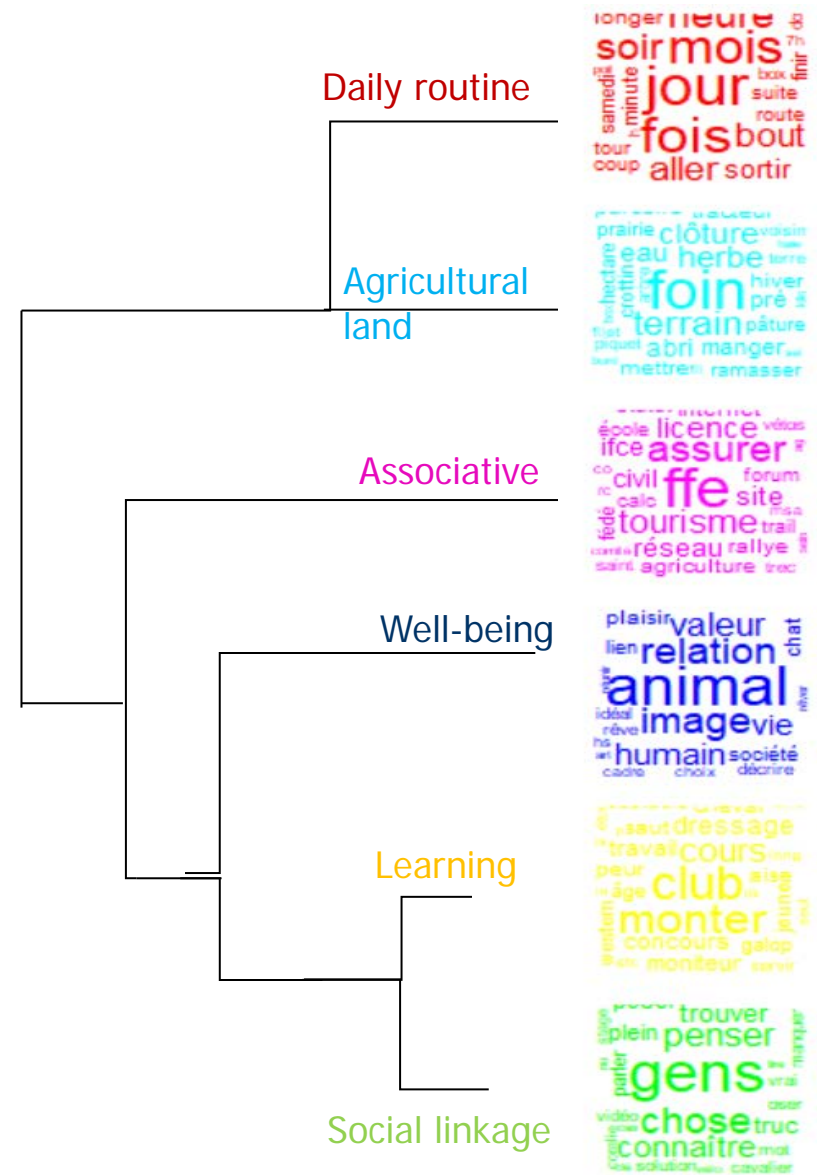
- ⇒ Available types of offers and pros' point of view

## Collected material in 2020

Data type	Quantity
Audio recording (2 series)	Average of 162 mn per respondant [60mn;310mn]
Video and images recording of the environnement	4h22mn
Ethnographic observations	29 different field situations
Interview transcripts	Corpus = 1 123 pages

# 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



# Social linkage



**« 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)**

# Social linkage



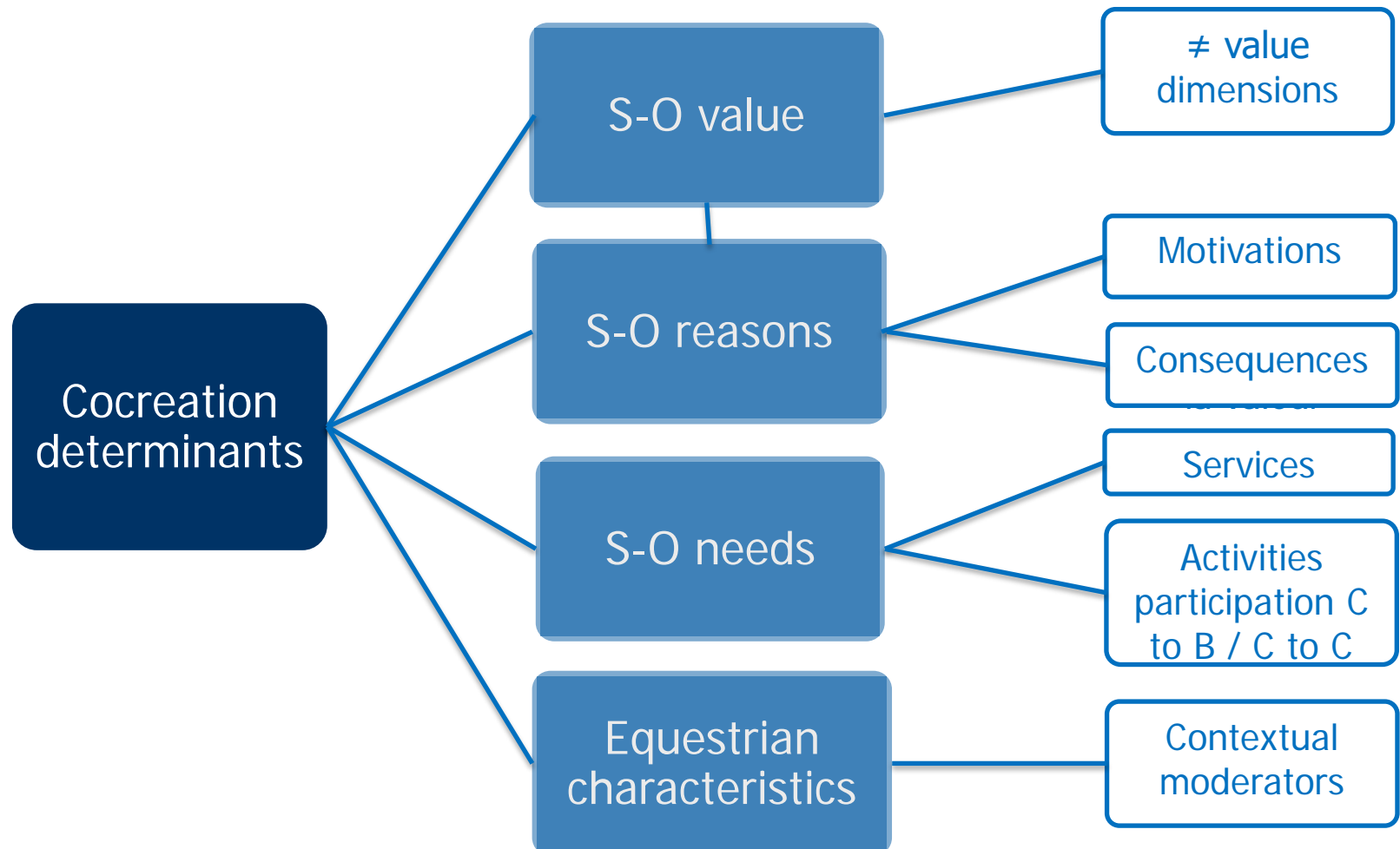
**« c'est très drôle en fait de rencontrer des gens qui ont des niveaux complètement différents, qui sont propriétaires de chevaux aussi. On part faire des balades. C'est super intéressant. » (Ana)**

# Research question

Exploratory study

Research Question

Issues

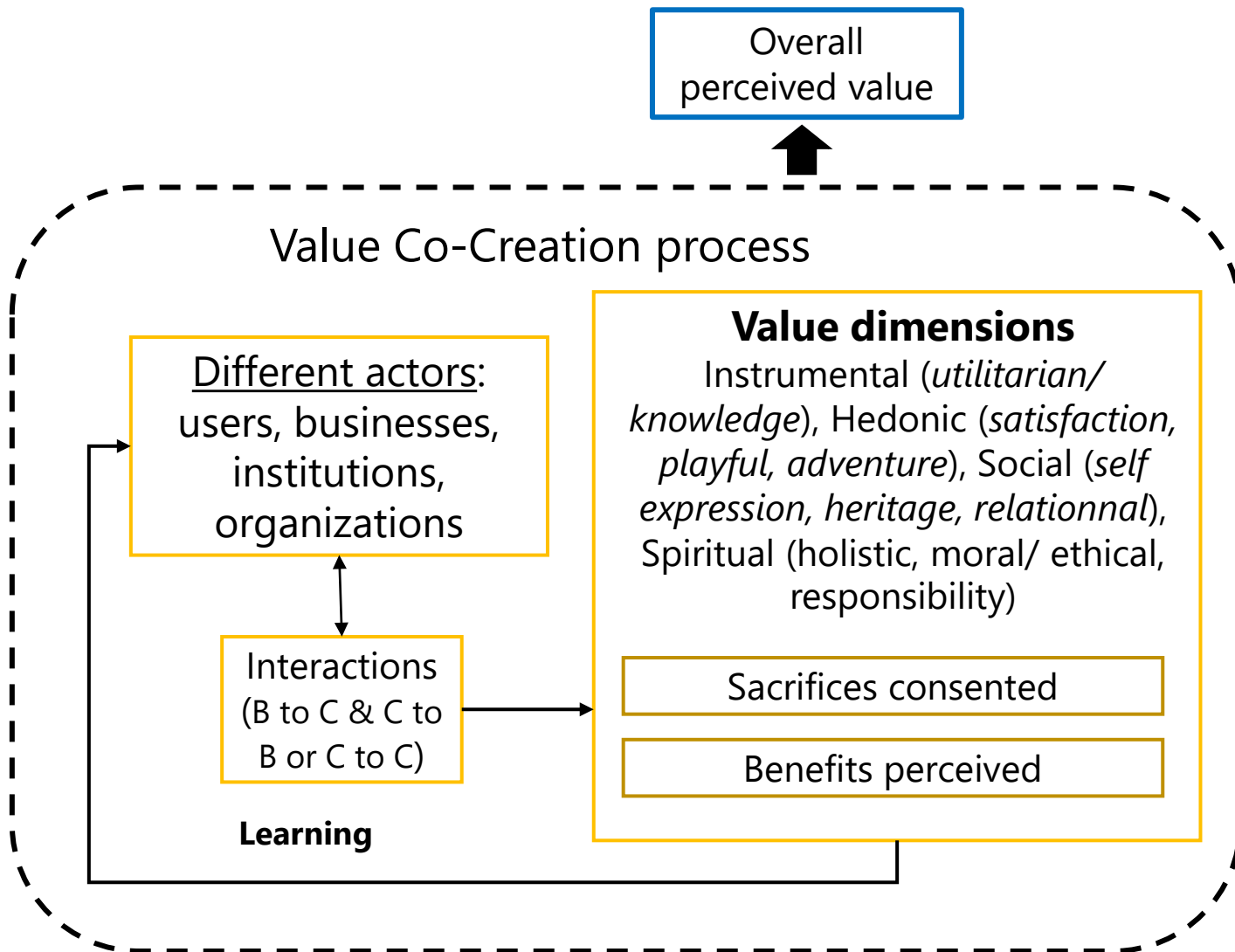


## Research question 1

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- 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)

# QR 1 elements on theoretical model



# Hedonic 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)*

# Responsibility value



*«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)*

# Moral / ethical value



*«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)*

# Heritage value



***« 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)***

# Instrumental value



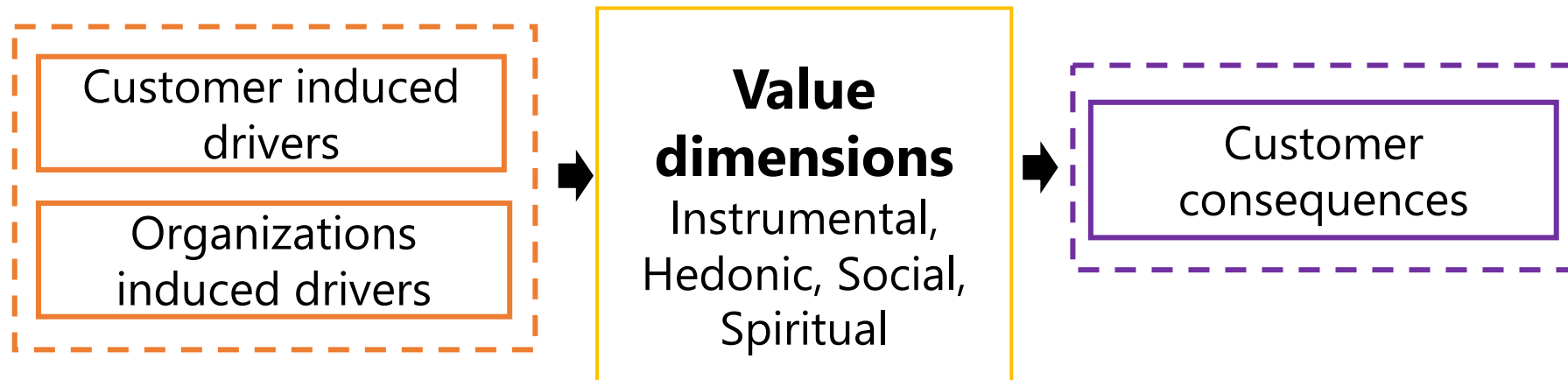
***« on est libre de faire les choses quand on a envie de les faire » (Véro)***

***« 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?

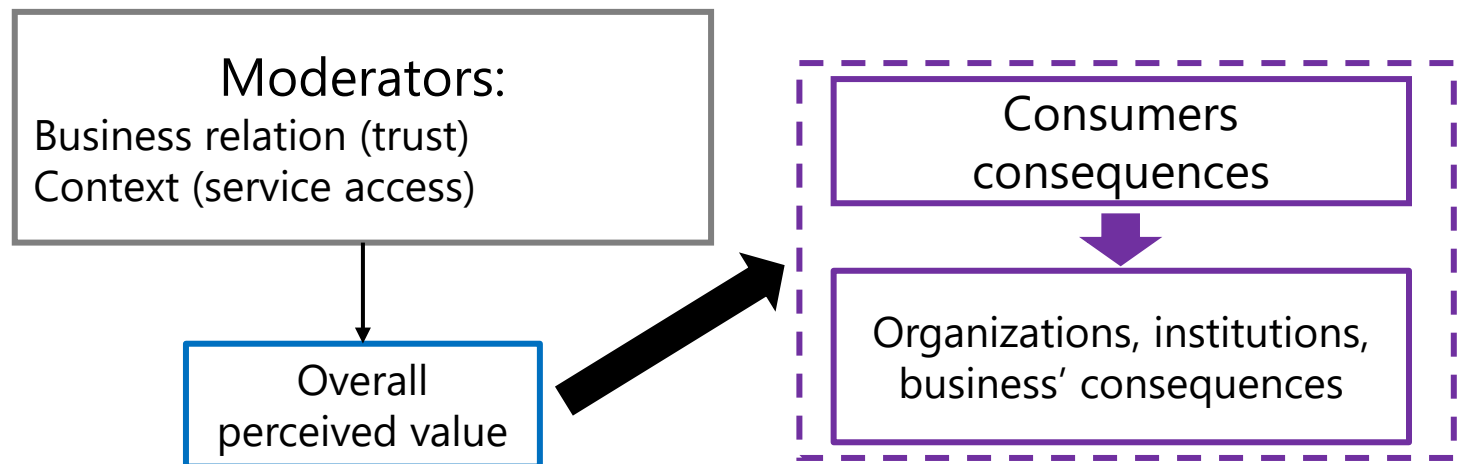
⇒ Motivations + consequences



## Research question 3

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

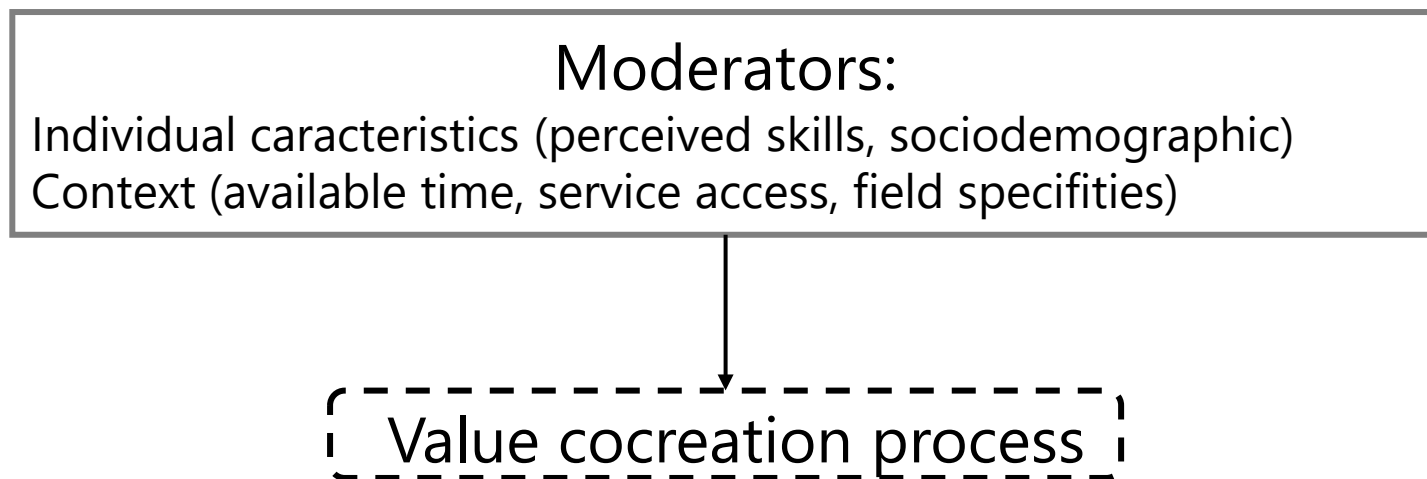
⇒ Consumer consequences / Business consequences + Moderators influence



## 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, practices et territories)

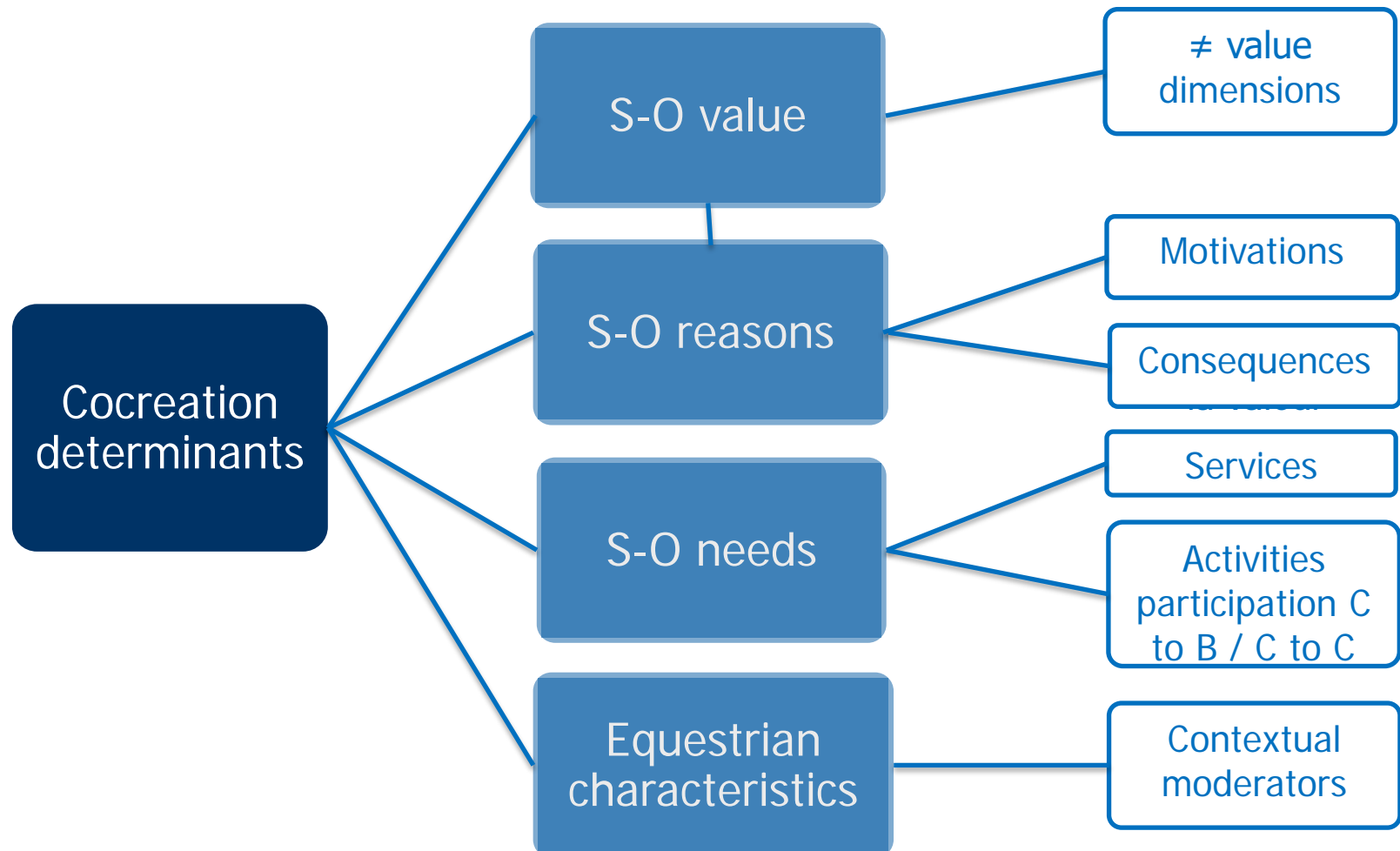


# Research question

Exploratory study

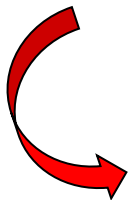
Research Question

Issues



## 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



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## 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**