

Brand Value Co-creation in the Life Insurance Sector: Way Forward via Service Dominant Logic

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The underpinning logic of value co-creation in service logic is reviewed in this paper, where value co-creation theory is increasingly being addressed. Scholars are revisiting the philosophy and methods of creating value and have found that customers are no longer simply product users. They have not only become a major innovator for companies, but also a source of competitive advantage for companies. A different marketing management logic offers a fresh perspective on service activities that were previously dominated by a goods-centric logic. According to this logic, the customer always co-produces services and value co-creates, not simple marketing goals, because in the service process, knowledge and other resources that influence the success of a value proposition are mobilized. This article examines the value co-creation of services in the Business-to-consumer segment and focuses on service-oriented architecture. In this paper this researcher reviewed three different aspects of value co-creation such as why do customers take part in co-creation of value in the life insurance sector? How can we co-create value in the life insurance sector? Additionally, the effect of value co-creation. To begin, the research theme of why customers participate in value co-creation and related research is primarily concerned with the psychological motivations and personal characteristics of customers who participate in value co-creation and related research. Eventually this researcher suggested further research areas to be done to develop the managerial implication in the service-oriented firms.

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