

# VALUE CO CREATION MODEL (CO LEARNING AND CO SERVICE DESIGN) FOR RESPONSIBLE CONSUMPTION (THE CASE OF CONSUMPTION OF LOCAL AND EXPORTED ORGANIC VEGETABLES) LITERATURE REVIEW

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## Abstract

Research related to agribusiness marketing strategies is something that still needs to be done in the field of marketing science. Especially by using value co reation (creation of value) which has been done a lot of research in recent years. This article is a review of the existing conditions of marketing strategy research using Value Co Creation. The review begins with an analysis of the characteristics of the value co-creation model reported through the literature. In this review study, the variables used were used: commodities cultivated, cases in countries that produce and consume organic vegetables both locally and exported, empiric data, decision making in strategy creation (Co learning and Co Service Design) and data tabulation. The second stage of the review is to use a Bibliographic map to analyze the area of the marketing strategy whether it has used Value Co creation. In the results it was found that the area of marketing strategy is collaboration and competition, the relationship between Co learning and co service design in research. In addition, the main role of the marketing strategy is product education, content, service management, service design, online service including in the value co creation modelling, furthermore this model is important in combining value co creation in marketing strategy theory related to increasing the number of consumers and responsible consumption for organic vegetables as a basic part of the model design.

**Keywords:** value co creation, responsible consumption and production, vegetables, organic, local, export, PRISMA, systematic literature review

## INTRODUCTION

The paradigm of sustainable agriculture is already part of the concept promoted by countries around the world. One of the sustainable agricultural practices is the organic farming pattern, namely farming practices that prioritize the health of the soil and agricultural land, do not use chemical fertilizers in its farming efforts, not using pesticides in the control of its plant disease organisms (X. Zhao, 2007; H. Mayrowani, 2012; F. Imani, 2018; M. Rizal et al, 2022, L Elberle etall, 2022). Not a few countries in parts of the world have practiced farming organically both in the continents of Asia, Europe, Africa, Australia. Several organic commodities have been donated such as rice, fruits, vegetables, livestock products, and processed organic products. For

organic rice commodities, marketing activities have been running well the consumption of organic rice in local consumers is as large as for organic rice consumers in foreign countries. Organic rice export activities have been running and developing well (SPOI, 2020).

The trend of organic vegetable consumption in 2020, 2021, and 2022 tends to increase, especially after the Covid-19 pandemic, people's need for healthy vegetables that can be obtained in value from organic vegetables that are increasingly needed. However, the level of public consumption is not fully in line with the expected target, the public's view that organic vegetables are expensive, difficult to obtain is an obstacle in marketing this organic vegetable. Problems in terms of exports, there are still many things that must be corrected and done by the service so that the consumption of organic vegetables both local and export can increase (NHB Marda, 2021; N Nikonasa, A Nikonov, 2022; S Jazi nd, G Rasmi, 2022; L F Farias etall, 2022).

Responsible consumption is the number 12 issue in the SDGS, referred to as Responsible Consumption and Production. Consumers and producers of products and services throughout the world must pay more attention to their responsibility for consumption, not only utilizing the use value of products and services but must get used to friendly consumption, efficiency in using resources, avoid toxins and residual emissions in the production process, pay attention to environmental conditions in the surroundings to keep it awake and sustainable. Consumption of organic products, especially vegetables, is one way to carry out responsible consumption (Christine Hvitsand Etall, 2022; Renata Lucia Etall, 2021; Monica Duque Acevedo Etall, 2022)

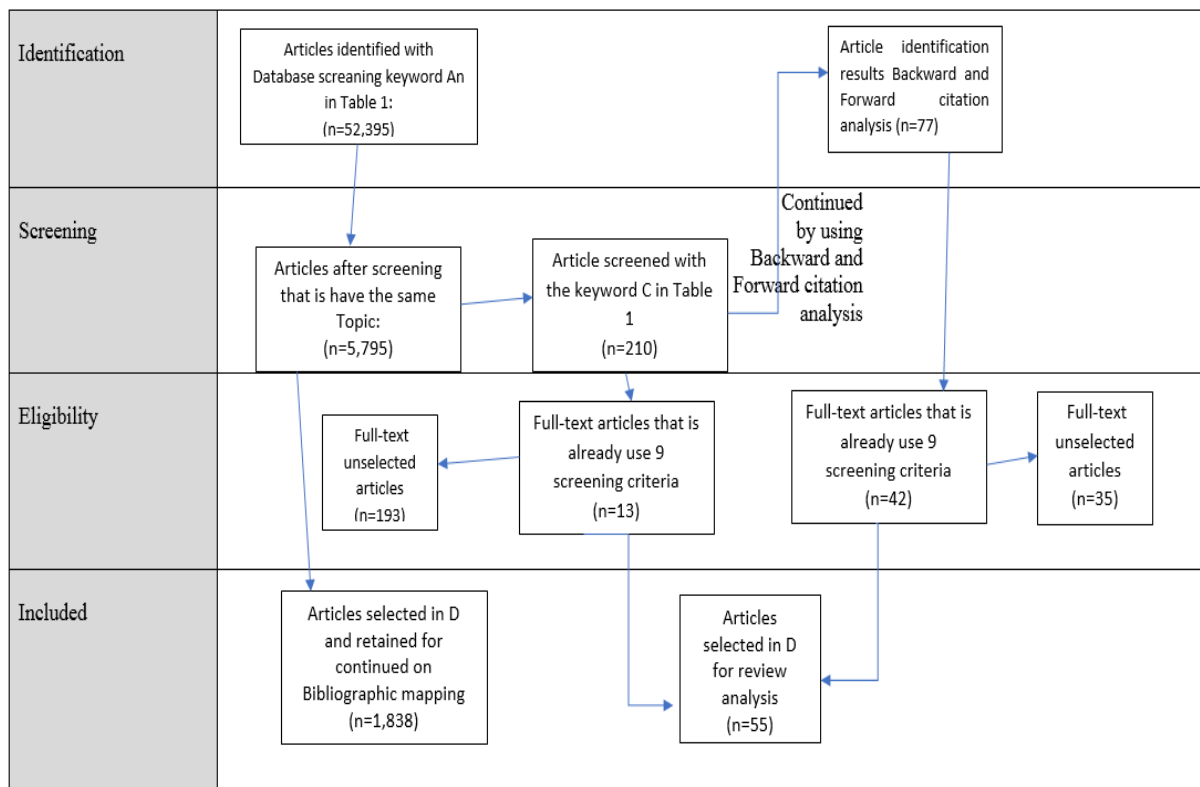
The marketing strategy of organic products, as well as organic vegetables has been done a lot both by using the STP strategy (segmenting, targeting, and positioning), marketing mix strategy/marketing mix (4P, 7P), product divergence, selling strategy (personal selling). The strategy of increasing the value of co-creation needs to be carried out in an effort to increase the amount of demand and consumption of organic vegetables both locally and exportly. Research related to Value co creation which is part of marketing provides significant output results in business marketing activities (Jayashankar P, 2020; Zhang H Etaal, 2020; Barbosa E, etall, 2021)

**Table 1: Keywords in Database Search and Number of Articles Found**

Code	Keywords	Scopus	Science Direct	G. Scholar	Sum
A	"Value co-creation"	5.795	700	44.900	52.395
B	awareness* OR experience* OR knowledge* OR preference*	521	53.024	397.000	450.545
C	"co-learning*" AND "co-service*"	210	71	266	547
D	"Consumption green product*" OR "organic product*"	216	1.154	468	1.838

PRISMA technique in using the article to be analyzed for review.

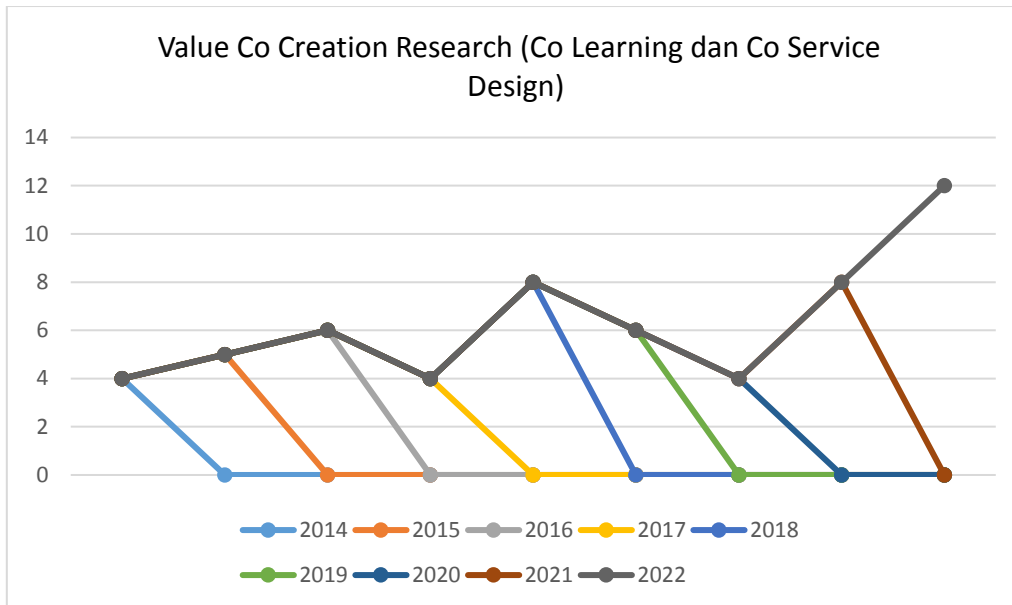
**Figure 1. PRISMA Flow Diagram in Article Data Selection Process**



## METHOD

The methods used in the review analysis are the PRISMA method (four - phase, flow - diagram) (Moher, Liberati etall, and Prisma Group, 2009; Vrabel, 2015 ;), as described in Figure 1. Based on the keyword search used in codes A, B, C, and D, namely "A ("value co creation"), B (knowledge\* OR Preference\* OR Awereness\* OR experience\*), code C with the key ("coleraning" AND "coservice"), while D with the key ("green product" OR "Organic product"). The indexed journals used in the identification are: Scopus, Science Direct, and Google scholar). Starting with the identification of articles from all 3 sources with the specified keywords obtained 52,395 articles. Then furthermore, screening is carried out based on related articles / topics of discussion and using the keyword C in 210 articles, followed by eligibility? egibility of the journal, also carried out the process of analysis backward review and forward analysis obtained a total of 55 articles to be reviewed.

**Figure 2: Publication of Value Cocreation as of 2022 (Since 2014)**



**Table 2: Distribution journal of researching value co creation in marketing green products**

Journal Type	Number of Articles (Percentage)
Energy	10 (18, 18 %)
Environmental Science	15 (27, 27%)
Agricultural	20 (36, 36%)
Other	10 (18, 18%)

**Model Value Co Creation (Co Learning and Co Service Design) Local Organic Vegetables and Export**

The analysis of the review carried out can be seen in table 2. The number of articles related to the value of co-creation on the consumption of organic vegetables, there are three types of journal types including environmental science, Agricultural, Business management.

## Research content

**Table 3: Resume of Research Context**

Classification	Category	Number of Articles
Type Case study	Direct cases	47
	Hypothesis case	8
Regional context	Indonesia	9
	Europe	17
	Australia	6
	Africa	8
	Asia	15
The Concept of Sustainable Agricultural Development	Organic system	40
	Conventional Systems	15
Types of Horticultural Products	Organic Product	30
	Semi organic Product	15
	Conventional products	10
Marketing systems	Local/ Domestic	40
	Export /Import	15
Type of Food	Fresh food / Fresh product	25
	Processed product	20
Service design	Personal/Direct Selling	35
	Website /online service	20
	Platform/App	5

The content of the study is in the form of characteristics listed in table.3. Determination of characteristics as points that will be key in the article to be reviewed.

## Object research

**Table 4: Classification Based on Research Objects**

Object research	2014-2016	2017-2019	2020-2022	Total
Theory development	5	10	20	35
Methodology development	3	3	4	10
Policy Development	5	2	3	10

With the object of research carried out an of value co creation more on the development of theory followed by the development of methodology, and development for policy. Article value co creation that did theory development (Quero MJ, 2014; Lesard. L, 2015 and research on value co creation with methodology development (Jayashankar P, 2020; Zhang H Etaal, 2020; Barbosa E, etall, 2021) and on the area of article policy development (Stockburger-sauer, 2016; Lopez etall, 2016)

**Table 5: Classification by Policy Realm**

Policy Realms	Number of articles
Within the Company	17
Outside the Company	12
Cluster	16

Based on the realm of retrieval of data sources with the number of articles in table 5. The source of the data taken is from within the company (Stockburger-sauer, 2016; Lopez etall, 2016 ;), from outside the company (Zhang H Etaal, 2020; Barbosa E, etall, 2021), and data source clusters (Quero MJ, 2014; Lesard. L, 2016).

**Table 6: Data Inputs and Outputs**

Classification	Categories	Number of Articles
Data type	Hypothesis data	8
	Empiric data	47
Data sources	Secondary data	17
	Primary survey data	23
	Interview primary data	15
Data output	Strategy marketing	19
	Service management	14
	Quality and Safety	7
	Business development	15

## Data

**Table 7: Resume of the Model in Detail**

Calcification	Category	Number of articles
Value co creation model	co learning	12
	co design	24
	co service	19
Behavior case	Satisfaction	8
	Loyalty	10
	Engagement	6
	Willingness	5
	Awareness	3
	Preferences	12
	Consumption	4

## Type co creation, and interactions between

The concept of co-creation is necessary to identify the value of benefits at the time of interaction as something active, creative and social process based on collaboration between relevant stakeholders. This is a form of collaboration between the government and the community which is used to increase knowledge of community needs by involving the community directly in the creation of meaning and value, even though it was initiated by the government. The government can know who needs to be cooperated with, for example the

community. Knowing the roles and functions of how to build togetherness and estimating the benefits that can be created and sharing benefits for each collaborating party (long-term steps). The implementation of Co-creation consists of several phases as follows: it is a process to invite the community and the government to carry out co-experience and co-definition, which is the stage to build a common understanding between the government and the community and other stakeholders. **Curation** to interpret new services generated by retesting content. **Empowerment** promotes the process of co-elevation and co-development (M chen and X Zhang, 2013; Emgrott etall, 2019; CC Huang 2020, R Osorno Hinojosa etall. 2022)

Co-creation requires great efforts from all parties involved, both government and society. The person involved should think what they want as the output of an established cooperative relationship. The need for public trust in the government that the government will not misuse the information they provide or not to unilaterally take advantage of the cooperation. The government must also actively manage and explore the expectations of its people about what the people want. This consideration brings the idea of dynamic services with an interaction process where governments and communities learn from each other and collaborate by exchanging experiences. Co-creation is a form of Open Innovation: using common ideas from different parties. There are two main dimensions that explain the types of co-creation: Co Learning and Co Service design.

### Validation and sensitivity of the analysis

**Table 8: Classification of Articles by Validation Techniques**

Validated Information	Classification	Category	Number of articles
Frequently appearing data	N/a	N/a	35
	Derived from data	theoretical	8
		empirical	27
	Process	Tabulation	35

**Table 9: Resume Analysis Output**

Output analysis	Kategory	Number of Articles
Sum of doublings	Determination of the object	15
	Determination of the Subject	5
	Influential N/A	5
	N/A that has no effect	30
Validation and Sensitive analysis	Multidimensional Validation	30
	N/a	15

**Table 10: Classification of How to Explain Model Techniques**

Policy Regions	Number of articles (Percentage)
Co Learning	15 (19, 48%)
Co Service	23 (29, 87%)
Co Design	17 (22, 07%)
N/a	22 (28, 57%)

Model Method that D it shows

Table 11: Discussion Resumes from Some Literature Reviews

Category	Sutarso, Y (2015)	Stokburger Sauer (2016)	Lessard, L (2015)	Zhang, H (2020)	Shi, X, Li, G Etall (202)
Purpose of the Review	Investigate independent value creation, mainly to describe its concept, its activity and value, and for investigating how the role of the personality in value creation	Investigating the paradox of co-production between benefits and costs	Investigate how kibs (higher education business in kite and student admissions are serviced	Investigate the relationship between the quality of service on the Weibo platform page and the two dimensions of behavior, namely participation and citizenship	Explores the relationship between green supply chain strategy (GSC), shared value creation, and company performance in the manufacturing environment, and considers the regulatory effects of internal environmental factors and external environmental pressures on this relationship.
Review Domain	Management entrepreneurship	Service management	Service management	Service design	Co creation of Green Suply Chain (GSC)
Review Scope	Management entrepreneurship	Service management	Service management	Service design	S.D Logic
Object Research Value Cocreation	Customers of higher education services / students in Indonesia	Three service industries	Users of Higher education services /students	345 users of weibo platform activity	115 manufactures in China
Data collection methods	Primary data through interviews	Primary Data, in the form of survey data and secondary data of the company	Primary data, through survey and interview data	Primary data through survey and interview data	Secondary data, primary data interview
Analysis data output	The benefits found from independent value creation such as functional, social, and Relational. Personality has a potential opportunity to independently influence customer performance value creation.	There is an increase in the level of Joint production on customer loyalty and monetary expenditures	Value cocreation modelling Techniques developed for KIBS requirements, to monitor the observability of KIBs in corrective actions for success.	Higher collectivism strengthens the quality of Weibo services and value creation relationships, and civic behavior is positively related to customer perception and brand image.	Macro-level external ekanan and micro-level internal support can enhance such effects. The study enriches the literature with value co-creation mode and GSC management by integrating GSC strategy and value co-creation strategy, giving confidence to companies and their supply chain partners in value co-creation, thus helping those better implement GSC strategies.
Model Design	Not discussed	Experimental studies	Multiple case studies Value creation	Multiple case studies Value creation	Multiple case studies Value creation
Validation and sensitivity	Not discussed	Not discussed	Not discussed	Multidimensional validation	Multidimensional validation
Model explanation	Not discussed	Not discussed	VCM (Value co creation modelling)	Value co service design	VCM (Value co creation modelling)

DISCUSSION

Novelty of research in marketing strategy with Value Co Creation (Co learning and Co service design)

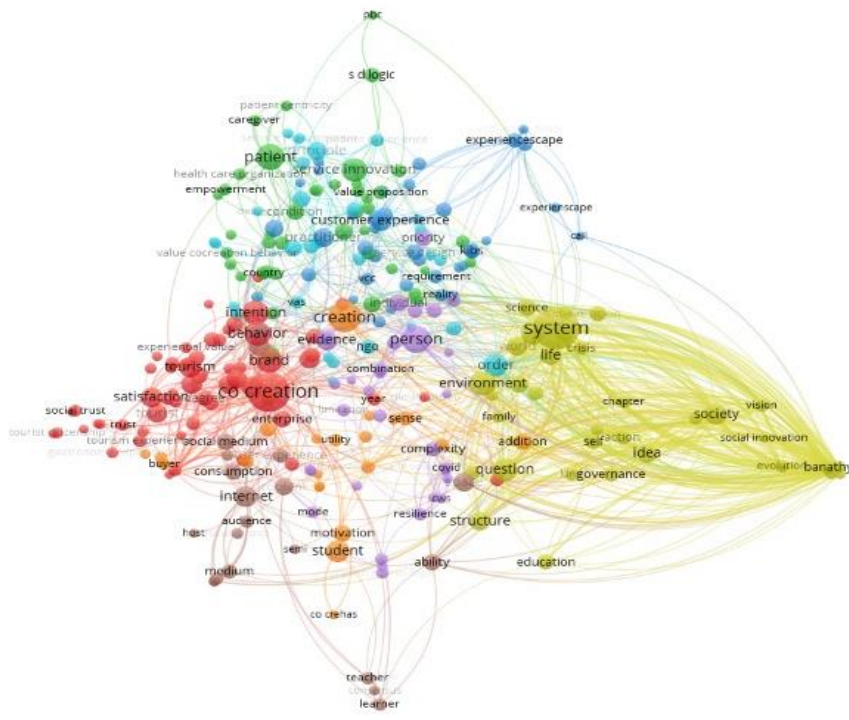
The state of the art of this review literature is to use shared value creation with co learning and co service design approaches. The two approaches have been implemented at KIBS and Miobi China Company which uses value creation for higher education management services, and Miobi a special application for online marketing (There has also been no research on increasing the value of increasing the consumption of local organic vegetables and exports so that the



supply can increase ( MAK Siddike etall, 2014; K Komulainen , 2014; K Kimla, K Muto etall, 2015; GA Tangalah, R Jenal, Thahaya, 2021 L.A. Donovan Etall, 2018; GA Tangalah, R Jenal, Thahaya, 2021; J Pocek Etall, 2022; M Guseppe Etall, 2022).

**The gap between marketing strategy and Value co creation research topic.**

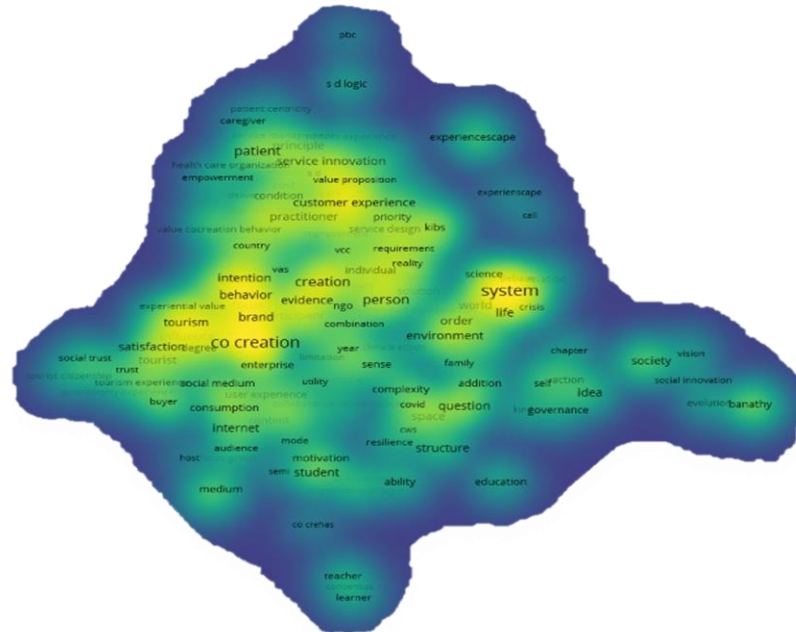
**Figure 3: Mapping Bibliographic Value Co Creation Found 8 Clusters**



**Table 12: Top 10 Popular Keyword on 8 Research Clusters Value Co Creation**

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8
Advocacy	Ambiguity	Account	Action	Combination	Animal welfare	Active Sport	Abilities
Association	Archetype	Authentic experience	Banathy	Complicity	Best Practices	Addition	Audience
Behavior	Attitude	Base	Chage	Covid	Care	Brand Cocreation	Bloggers
Brands	Better Understanding	Brand meaning	Chapters	CWS	Communication Technology	Brand resurrection move	Consensus
Climate action	Big Data	Branding	Conscious evolution	Disability	Consumer Value Coreation	Buyer	Composition
Co Creation	Big data application	Call	Crisis	Evidence	Cost	Co crehas	Content
Co-created value	Caregiver	Client	Culture	Further research	Customer value	Collaborative Online Innovative	Deep Interview
Co-created experience	Codesign	Co-production	Debate	Gender	Delivery	Creation	Focus
Conceptual model	Condition	Collective focus	Direction	Human machine interactive	Dementia	Customer involvement	Focus Group
Control	Co-production	Conceptual farmworker	Education	Inclusion	Dialogue	Defuct brand	Hosted

**Figure 3: Mapping Bibliographic Value Co Creation (Co Learning and Co Service design) found 8 Clusters.**



**Table 13: Top 10 Popular Keyword on 8 Research Clusters Value Co creation (Co learning and Co service design)**

Cluster 1 (12 articles)	Cluster 2 (10 articles)	Cluster 3 (7 articles)	Cluster 4 (13 articles)	Cluster 5 (15 articles)	Cluster 6 (8 articles)	Cluster 7 (7articles)	Cluster 8 (15 articles)
Co creation	Consumption	Combination	Creation	until logic	Pbc	Governan ce	Idea
Brands	Internet	Environment	Value Co creation behavior	Value proposition	s.d Logic	System	Society
Intention	Mode	Structure	Service design	Principle	Experience scape	Life	Vision
Behavior	Motivation	Addition	Practitioner	Reality	Call	Chapters	Social Innovatio n
Creation	Student	Sense	Priority	Service design	Proposition value	Order	Evolution
Satisfaction	Audience	Family	Customer Experience	Service management	Customer experience	Resilience	Banathy
Enterprise	Buyer	Complexity	Caregiver	Service innovation	Kibs	Abilities	Action
Person	Abilities	Question	Patient	Individual	Science	Sense	Structure
Experimental value	Leaner	Order	Value proposition	Solution	Reality	Cocid	Education
Combination	Education	NGOs	Country	Health care organization	Requirement	Family	Life

## CONCLUSIONS

From the description of the literature review that has been carried out related to marketing strategies and consumption of local organic vegetables and exports using value creation as a model. The value co creation model that is built is to use value co-learning and value co service design activities. Researchers state that the value co creation model (co learning and co service design) is an interesting article, and this value co-creation can be a tool on domain applications, as well as the interest of a number of articles with a model validation that provides build information. Value Co creation model research which is dominated by characteristics: product education, content, service management, service design, online service, Application of sustainable development, types of horticultural production, marketing systems, Type of Food. Using empiric data (sources secondary data, primary data in the form of surveys and interviews). In the process of merging and reviewers who are quick in using the value co creation of related articles, from many articles, and many important articles to produce reviews that comprehensive for value co creation models (Co learning and co service Design) on marketing and consumption of local organic vegetables and exports. It is very clearly shown through bibliographic mapping techniques can be used as good and potential research from existing research using domain applications. With research areas: Knowledge cocreation, collaborators online innovation, service design, content, and service innovation. Finally, the value co creation model (Co learning and co service design) can be a marketing strategy that is relied upon to increase responsible consumption for organic vegetables both locally as well as exporters in Indonesia as well as foreign countries that have implemented an organic farming system and produced healthy vegetable products for the community.

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