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Sources and categories of well-being: A systematic review and research agenda

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Abstract

Purpose – The purpose of this paper is to identify the sources and categories of well-being from the transformative service research (TSR) domain. The paper also aims to offer a unified framework of sources and categories of well-being and several future research agenda.

Design/methodology/approach – A systematic literature review method is applied to address the study aims. A three-phase approach has been applied, which produced a total of 70 peer-reviewed empirical studies for the review.

Findings – The analysis has identified five major sources and their underlying sub-sources of well-being. The major sources are organization-, individual-, collective-, service system-, and situation - driven sources. The findings further identified two major categories or well-being showing the capacity and functioning, and subjective appraisals of life conditions. The identified sources and categories of well-being develop a unified framework showing a simplistic path or relations between the sources and the categories.

Research limitations/implications – The paper offers several research agenda explaining what source-related issues can be addressed for enhancing well-being for various entities. It also adds a proposed schema and research questions for examining the possible relations and influences between the sources of well-being and social well-being of individuals.

Practical implications – Practitioners can get important insights about the matters over which they have little or no control such as the activities, motives, and processes that take place in individuals' and collectives' spheres and mechanisms of supports in social networks.

Originality/value – The paper is the first to offer a systematic review on the empirical studies of the TSR domain identifying a comprehensive list of sources and categories of well-being and a resulting unified framework and research agenda.

Keywords Transformative service, Literature review, Transformative service research, Well-being

Paper type Literature review

1. Introduction

Service research has long been dealt with outcomes such as customer loyalty, satisfaction, behavioral intention, and business bottom lines. While these and other similar outcomes are important and relevant even today, there is a growing interest in the beneficial outcomes for the customers, employees, families, communities and natural environment. Germane to this development is the transformative service research (TSR) school of thought that has underscored the need for service research focusing on the well-being of various entities (Ostrom *et al.*, 2015; Ostrom *et al.*, 2010). The essence of TSR rests on the view that service entities (e.g. provider) have the possibility to positively (or, negatively) influence the lives of customers and other parties (e.g. employees, families) through improved (or, reduced) well-being (Anderson *et al.*, 2013). Thus, well-being has emerged as a noteworthy outcome for service researcher to examine and practitioners to provide attention to.

Well-being is conceptualized as the psychological experience and functioning (Deci and Ryan, 2008, p. 1). It can deal with hedonic aspects such as pleasure and happiness (Diener *et al.*, 1999; Diener, 1984). Alternatively, it can focus on human potential by exploring the ability of individuals in terms of doing things and appreciating their lives (Ryan and Deci, 2001). Domain-specific aspects such as physical, social, financial, and family well-being in relation to individuals and collectives also form another dimension of well-being (Lent, 2004). The extant TSR studies have addressed various aspects such as physical and psychological (Sweeney *et al.*, 2015; Yao *et al.*, 2015), financial (Mende and Van Doorn, 2015), and subjective or eudaimonic (Sharma *et al.*, 2017; Pera and Viglia, 2015) well-being. Despite the conceptual underpinnings of TSR suggest the role of service entities in facilitating well-being (Ostrom *et al.*, 2015; Anderson *et al.*, 2013) and the empirical studies highlight various aspects of well-being, a comprehensive framework explaining the specific sources and categories of well-being is lacking. Addressing this gap would provide the service researchers and

practitioners with an overarching insight of the nuances of the origin of well-being that emerges in various forms. This understanding would further offer opportunities for future research and practice. Future studies can take inspiration from the identified sources and categories of well-being to subsequently explore and elucidate, for example, the possible idiosyncrasies associated with various organization-driven initiatives and their influence on developing technical know-how and self-management skills of customers in challenging life conditions. Similarly, practitioners who are involved with transformative services (e.g. healthcare, education) by design (see Rosenbaum et al., 2011a) can develop their understanding of the fact that the realization of well-being outcomes require concerted efforts of several entities including service providing organizations. This understanding is likely to assist in the development of integrative approaches to the design of service strategies aiming at improving well-being. On the other hand, practitioners who are involved with services that have transformative potential (see Rosenbaum et al., 2011a) but not transformative by design, can get answers to questions such as what an organization can do, what areas to look at or start with, what other entities are relevant, how they can individually or collectively contribute to enhance well-being outcomes for individual and collective entities. For example, a ridesharing service provider can identify and appreciate the fact that customers' well-being can be enhanced by not just ensuring quality transportation service, but also by deploying strategies such as improving customers' knowledge of technology interfaces (e.g. apps) related to its services, making its services more accessible and equitable, and so on.

Against this backdrop, this study aims to identify the sources and categories of well-being from the extant empirical studies of the TSR domain. It also aims to develop a unified framework from the identified sources and categories of well-being and thereby offer agenda for future research. In doing so, the study employs the systematic literature review method (Booth *et al*., 2012; Petticrew and Roberts, 2006) in order to address the study aims. A review

of 70 empirical studies published between 2010 and 2019 identifies five broad sources of well-being and their underlying constituents. Similarly, the review explores two broad categories of well-being signifying capacity and functioning, and subjective appraisals of life conditions.

The study has several contributions. First, it offers a comprehensive understanding of the sources of well-being in various transformative service contexts. Although valuable conceptual studies (e.g. Ostrom *et al*., 2015; Anderson *et al*., 2013) have emphasized the priorities, entities and underlying mechanisms that could facilitate well-being, this study identifies the specific sources originating from various entities. Anderson *et al.* (2013), in their seminal paper, proposed the broad categories of service and consumer entities that could interact with each other to produce several well-being outcomes. The current study substantiates and extends this prior understanding by identifying and explaining the specific sources of well-being that can emanate from these entities. Second, the study identifies broad and specific well-being categories that explain how or in what ways individuals, collectives, and other entities realize well-being. Third, in a simplistic fashion, the study offers a unified framework to explain the relationship between the sources and categories of well-being. The framework opens up opportunities for future research opportunities. In this connection, the study suggests several potential research opportunities for the transformative service researchers. Furthermore, basing on the lack of studies on social well-being in the TSR domain, future research directions surrounding social well-being of individuals and the identified sources of well-being are discussed by means of a proposed schema and several potential research questions.

The rest of the paper is arranged as follows. The second section discusses the conceptual background of the study especially highlighting the conceptual underpinnings of the TSR and well-being. Section three presents the methodology of the study. Section four provides an overview of the reviewed studies of the TSR domain. Section five discusses the findings of the

systematic review. Section six offers a general discussion on the findings, future research agenda, managerial implications, limitations of the study, and concluding thoughts.

2. Conceptual Background

2.1 Transformative service research

The conceptual background of this paper is inherently tied to the domain of TSR and its focus on well-being. Thus, rather than deliberating on myriad possible theoretical foundations, this study discusses the conceptual origin, meaning, and fundamental nature of TSR and well-being. TSR, as a distinct field of service research, has its root in the transformative consumer research (TCR) that "strives to encourage, support, and publicize research that benefits quality of life for all beings engaged in or affected by consumption trends and practices across the world" (Mick et al., 2012, p. 6). Focusing on the fundamental problems and opportunities, TCR aims to improving well-being together with maximizing social justice and fair allocation of resources (Mick et al., 2012; Mick, 2006). The proponents of TCR movement identified the goal of improving well-being as one of the six core commitments (Davis and Pechmann, 2013; Davis et al., 2016). This central focus of the TCR movement has been extended into services research to understand the effects of services on the well-being of consumers and other entities (Davis and Pechmann, 2013).

Transformative service research is based on the notion that services have transformative potentials by bringing uplifting and positive changes in consumers' lives (Ostrom et al., 2015; Ostrom et al., 2010). The changes are linked to the enhancement of well-being for individuals as well as collective recipients of services (Anderson et al., 2013). It means that TSR focuses not just on micro-level well-being, but also on meso- (e.g. family/community) and macro- (e.g. society/natural ecosystem) level well-being. In this connection, TSR has some commonalities with social marketing domain as the latter emphasizes on societal or community well-being

through behaviour change, and in doing so, it operates at all three levels (Johns, 2020; Russell-Bennett et al., 2019). However, TSR also explains the relations between the various levels of well-being. Gallan et al. (2019) posited that micro-level well-being has a crucial connection to and implications for the well-being of higher- (e.g. meso-) level entities.

Conceptual studies in TSR have highlighted the connections between various entities from the perspective of service systems, ecosystems, and networks. Fisk *et al*. (2016) posited that addressing issues at the macro, meso, and micro levels of service systems could help alleviate poverty and inequality that is prevailing at the low-income segments of a society. The authors argued that TSR could be applied as one of the approaches to understand the challenges of service systems and thereby improve the well-being of impoverished people. However, in order to overcome persistent social issues that cause disparities and marginalization, a transformative service framework delineating the engagement of service ecosystems of focal actors is needed (Finsterwalder *et al.*, 2017). This integrative framework comprising networks of actors, resources, rules and norms is proposed to bring fit in value co-creation and subsequently well-being. Similarly, in a healthcare service context, Black and Gallan (2015) proposed a transformative healthcare service network comprising the interactions between provider and patients besides other individuals, social and organizational entities at various levels of service systems. Structural and relational properties of the network are argued to have implications for the well-being of healthcare customers (Black and Gallan, 2015).

Besides delineating the role of service systems and networks, several conceptual studies (see e.g. Fisk *et al*., 2018; Anderson *et al*., 2018; Hamed et al., 2016; Rosenbaum *et al*., 2011b) of TSR domain have stressed the importance of service design in realizing well-being outcomes for various entities. Pointing out to the need for designing inclusive service systems, Fisk *et al*. (2018) proposed a holistic approach to service design that encompasses service concept, service system, and service encounter and that bases on enabling opportunities, offering choice,

relieving suffering, and fostering happiness. Designing for service inclusion could produce a widespread transformative impact on human well-being (Fisk *et al*., 2018). In a healthcare service context, inclusiveness of service design can be achieved through customer engagement in service processes and collaborative patient-provider relationships to build customers' capacities in order to bring transformative changes to their lives (Anderson et al., 2018). However, elements in service environments can also play an important role in facilitating involvement of customers and their close ones in the service processes and enhancing well-being outcomes (Hamed et al., 2016; Rosenbaum *et al*., 2011b). Thus, various aspects of service design have the possibility to produce uplifting changes in the form of improved well-being for customer entities including vulnerable customers who are constrained by challenges in their environments (Reynoso *et al.*, 2015; Nasr and Fisk, 2019). Yet, the potential to affect well-being may hinge on the nature of services involved.

As far as the nature of services is concerned, some services are transformative in nature while other services have transformative potential (Rosenbaum *et al.*, 2011a). For example, the nature of healthcare service is such that it has direct and substantial implications for the physiological and psychological benefits or changes for the recipients of services. Similarly, financial service providers have intrinsic potential to support customers, their families, and societies monetarily, and thereby influence well-being in terms of improving living standards and financial freedom (Brüggen *et al.*, 2017). On the other hand, a coffee shop or a restaurant can facilitate customers' well-being by incorporating various issues and strategies in their processes although these services are not transformative by their very nature. From this perspective, every service has the possibility to positively or negatively contribute to well-being outcomes (Rosenbaum *et al.*, 2011a). Thus, TSR deals with solving real problems by putting well-being of various entities at the center (Kuppelwieser and Finsterwalder, 2016).

2.2 Well-being

Well-being, originated mainly in the domain of psychology, has been conceptualized and measured from several perspectives. From a broad perspective, Rath and Harter (2010) suggested that well-being comprises all things that are important for our thinking and experiences in lives. From the perspective of psychology, Ryan and Deci (2001) suggested that well-being is concerned with optimal experience and functioning. The optimal experience and functioning can be achieved through subjective aspect such as maximizing life satisfaction or through psychological aspect such as fulfilling true potentials of lives (Deci and Ryan, 2008). While the earlier one reflects 'subjective well-being' (Diener, 1984), the latter one stands for 'psychological well-being' (Ryff, 1989). In addition to life satisfaction, subjective well-being includes affect-based aspects of well-being such as a feeling of pleasure or happiness and therefore related to the hedonic view of well-being (Lent, 2004). On the other hand, psychological well-being is aligned with the notion of eudaimonic well-being as it focuses on positive functioning in terms of personal growth, environmental mastery, purpose in life; etc (Ryff, 1989). In that respect, psychological well-being is concerned with the ability or potential of an entity such as a person (Lent, 2004). In a similar fashion, Veenhoven (2009) argued that one of the ways of seeing well-being is to understand the life ability of a person or functioning of a system.

Well-being can also be seen from domain-specific or context-free perspectives (Lent, 2004). For example, financial well-being shows the "perception of being able to sustain current and anticipated desired living standards and financial freedom" (Brüggen et al., 2017, p. 229) and thus specific to the financial aspects of well-being. In employee context, domain specificity can mean to contain workplace well-being in addition to an employee's life and psychological well-being (Zheng *et al*. 2015). Similarly, well-being that is tied to a certain health condition can be seen as health-related domain-specific well-being. Thus, for example, the aspects of

well-being that address various issues of a diabetic patient or a person with mental health problems can be seen as health-related domain-specific well-being. However, a stimulating aspect of the well-being of individuals is social well-being, which has received less attention in the extant conceptualizations of TSR. The structure of well-being can encompass social well-being in addition to hedonic and eudaimonic well-being (Gallagher et al., 2009). Social well-being has been conceptualized as "the appraisal of one's circumstance and functioning in society" (Keyes, 1998, p. 122). In other words, it measures how an individual assesses himself or herself in terms of thriving in his or her public and social life (Keyes, 2005). Although a handful studies (e.g. Feng et al., 2019) in the TSR domain have examined social well-being, the application of the proposed dimensions of social well-being such as social integration, social acceptance, social contribution, social actualization, and social coherence (Keyes, 1998; Keyes, 2005) could add a new perspective to the study of individuals' social well-being and possibly their connections to other sources of well-being.

In the light of above discussion on the conceptual origin, nature, and the central focus of TSR and well-being, this study addresses two questions. The first question (RQ1) enquires: what are the sources of well-being and what broad and specific well-being stem from these sources? This question has been addressed by deploying a systematic review of the extant TSR literature. The second question (RQ2) seeks: how the identified sources and categories of well-being are linked? This question has been addressed by developing a unifying framework that shows the nuances and general connections between the sources and categories of well-being.

3. Methodology

This study applies the systematic review methodology to identify and analyze relevant literature. A systematic literature review is a preferred method when it is carried out to put each work in the context of how it contributes to the knowledge of a topic under review and describes

how works are related to each other (Booth *et al.*, 2012, p. 7). Thus, the method is appropriate for this study as it explores the contribution of each empirical studies in the TSR domain by describing their relations in terms of sources and categories of well-being. A systematic literature review follows a scientific approach by identifying, appraising, and synthesizing relevant literature in order to address specific research question(s) and by doing so it helps to identify areas where new researches are needed (Petticrew and Roberts, 2006). The review was structured into three phases (Mustak *et al.*, 2016; Booth *et al.*, 2012): (a) searching and developing the initial sample, (b) assessing and screening the evidence base, (c) analyzing and synthesizing the evidence.

3.1 Searching and developing the initial sample

The reviewing process began with searching literature from five electronic databases: EBSCO (Business Source Complete), Emerald, Sage, ScienceDirect, and Scopus (Elsevier). Electronic databases offer a good source of information (Jesson *et al.*, 2011) and cover a broad range of scientific publications that can be retrieved using alternative search options. The database searches applied following search terms: 'Transformative service', 'Transformative service research', and 'well-being'. Since well-being can also be viewed as quality of life (Ostrom *et al.*, 2015; Diener and Suh, 1997), thus the search term 'quality of life' was included in the searching process. These terms were searched primarily in the 'title', 'abstract', and 'keywords' by applying different combinations of terms. However, in order to add as many relevant articles as possible, the terms and their combinations were also searched in 'all text'/'anywhere' whenever this option was available in the databases. Example of the combinations of search terms include ('Transformative service' AND 'Well-being'), ('Transformative Service Research' AND 'Well-being'), ('Transformative service' AND 'Well-being' OR 'Quality of life'). Since the conceptualization and development of the transformative service research

school of thought initiated from the beginning of this decade, thus the time span for the publications of this review was set from 2010 to August 2019. Thus, the searches of the databases produced 1004 publications.

3.2 Assessing and screening the evidence base

The initial assessment of the 1004 publications from the five databases suggested a number of duplicate entries in the review database. These duplicates were removed and thus resulted in 829 publications. In the next phase, the publications were assessed and screened based on several inclusion/exclusion criteria. First, only peer-reviewed international journal articles were kept for the next level of screening. Second, the non-English publications were removed. Third, articles that were published in service marketing and management journals, and business and management journals were kept for the next level of screening. Application of these criteria reduced the number of remaining publications to 334. In the next level, a primary content analysis of the articles was carried out to understand if they were related to and/or positioned in the TSR paradigm and were conceptual or empirical studies. First, the abstract, introduction, and conclusion sections were read thoroughly in order to understand if the articles were appropriate and address the issues related to this study. Second, the articles that deemed appropriate were then read in full. The articles that used the key terms (e.g. transformative service, well-being) only loosely without discussing and establishing any clear link to the notion of the transformative service research were removed.

Third, it is possible that a systematic literature review could be based on conceptual or empirical studies or a combination of these studies. It largely depends on the research question(s) to be addressed in a review. Snyder (2019) suggested that a systematic literature review approaches a research question by identifying the empirical evidence that is in line with a set of inclusion/exclusion criteria. Since the aim of this study was to identify the specific

sources and categories of well-being, and by doing so, to discuss the current status of TSR in order to clarify where it stands, thus the study approached the aim by taking only the empirical evidence available in this emerging field of service research. Although conceptual studies of TSR have proposed valuable insights and directions for the interested service researchers, the empirical studies applied and expanded these insights from which finer details of specific sources and categories of well-being could be comprehended. Thus, the conceptual papers were removed for further analysis. Use of these second-level inclusion/exclusion criteria resulted in the removal of further 264 articles. The final sample of the study was 70 empirical articles positioned in the TSR domain (Figure 1).

3.3 Analyzing and synthesizing the evidence

Analysis of the selected articles began with chronologically ordering and carefully reading the articles in order to develop an understanding of and familiarity with the research domain. This procedure allows the reviewer to develop a sense of structure and understand the development of the domain over time (Mustak et al., 2016; Mustak, 2014). In the subsequent stage, a data extraction form using Microsoft Excel was developed to facilitate the extraction process. A systematic data extraction process helps to reduce any bias and human error (Tranfield et al., 2003). Firstly, the data extraction form included the fields covering the general information of the articles such as authors, title, publication outlet, year of publication, and volume details. Then the information pertaining to the articles' study aim, study type, data collection method, sample details, industry/service context, country context, theoretical foundation, and method of analysis were included in the data extraction form. Lastly, the sources and categories of well-being dimensions that were addressed explicitly and those that were implicit to the studies' findings were added to the data extraction form. In the next phase, the sources and categories of well-being were coded and classified into specific groups.

Figure 1. Flowchart of the search strategy for the systematic review process

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┌─────────────────────────┐
│  Searches of five        │
│  electronic databases:   │
│  1004 publications       │
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            │        (-)        ┌─────────────────────────┐
            │<- - - - - - - - - │  Duplicates removed:     │
            │                   │  175 publications        │
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│  Selected for next-level │
│  screening:              │
│  829 publications        │
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            │                   │  criteria removed:       │
            ↓                   │  495 publications        │
┌─────────────────────────┐    └─────────────────────────┘
│  Article-only primary    │
│  sample:                 │
│  334 articles            │
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            │                   │  criteria and in-depth   │
            │                   │  content analysis        │
            ↓                   │  removed: 264 articles   │
┌─────────────────────────┐    └─────────────────────────┘
│  Final sample:           │
│  70 articles             │
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These groups or themes were developed based on in-depth examinations of the selected publications to identify patterns. For example, 'organization-driven source' group or theme was selected for those articles when the data analysis had indicated that the initiatives and practices of service providing organizations were generating various well-being outcomes. This method has been applied to select other groups or themes of this study. To ensure consistent data classification, the resulting groups were further examined based on the similarities in the texts of the corresponding articles. For instance, articles belonging to a group were analyzed to see what well-being dimensions have been addressed and how these dimensions have commonalities to form that group.

4. Overview of the Publications

This section presents the descriptive characteristics of the reviewed publications. The sources of the reviewed publications suggest that the empirical studies in the TSR school of thought are mostly published through the journals related to service research. More than seventy five percent of the reviewed publications were published through these journals. However, the importance of examining the relationship between services and well-being outcomes (Ostrom et al., 2015) has drawn interest among other sub-fields of business and management as reflected by the notable number of publications in the non-service journals (Table 1).

[Table 1 about here]

The transformative service research is still at the nascent stage because of the fact that the central idea and conceptualizations of the field started to emerge since 2010. The first article that empirically investigated well-being under the TSR school of thought was published in 2011. Since 2014, the number of publications has increased substantially with the highest number of publications being published in 2015 alone (Figure 2).

Figure 2: Number of publications per year for empirical studies in TSR field
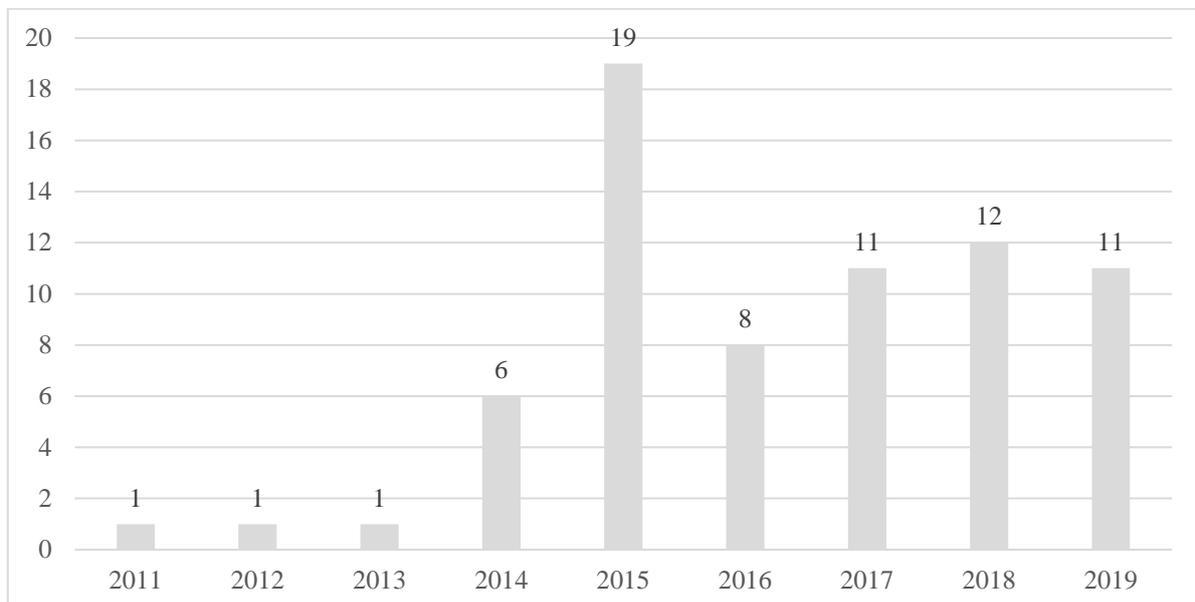
The reviewed empirical publications varied in terms of their methodological orientation. Approximately forty nine percent of the reviewed papers applied qualitative research approaches. This is followed by just over forty one percent of studies that applied quantitative research methods. Several studies deployed mixed method approaches (Table 2).

[Table 2 about here]

In terms of the service industry studied in the reviewed publications, more than one-fourth of the studies were conducted in the healthcare service context. Nine studies were carried out in multi-service context followed by eight studies in the financial service context. Three studies did not specify the service context. However, the application of the TSR perspective in diverse service contexts beside those services that are transformative by design (Rosenbaum et al., 2011a) is noteworthy (Figure 3).

Figure 3: Number of publications per service industry context
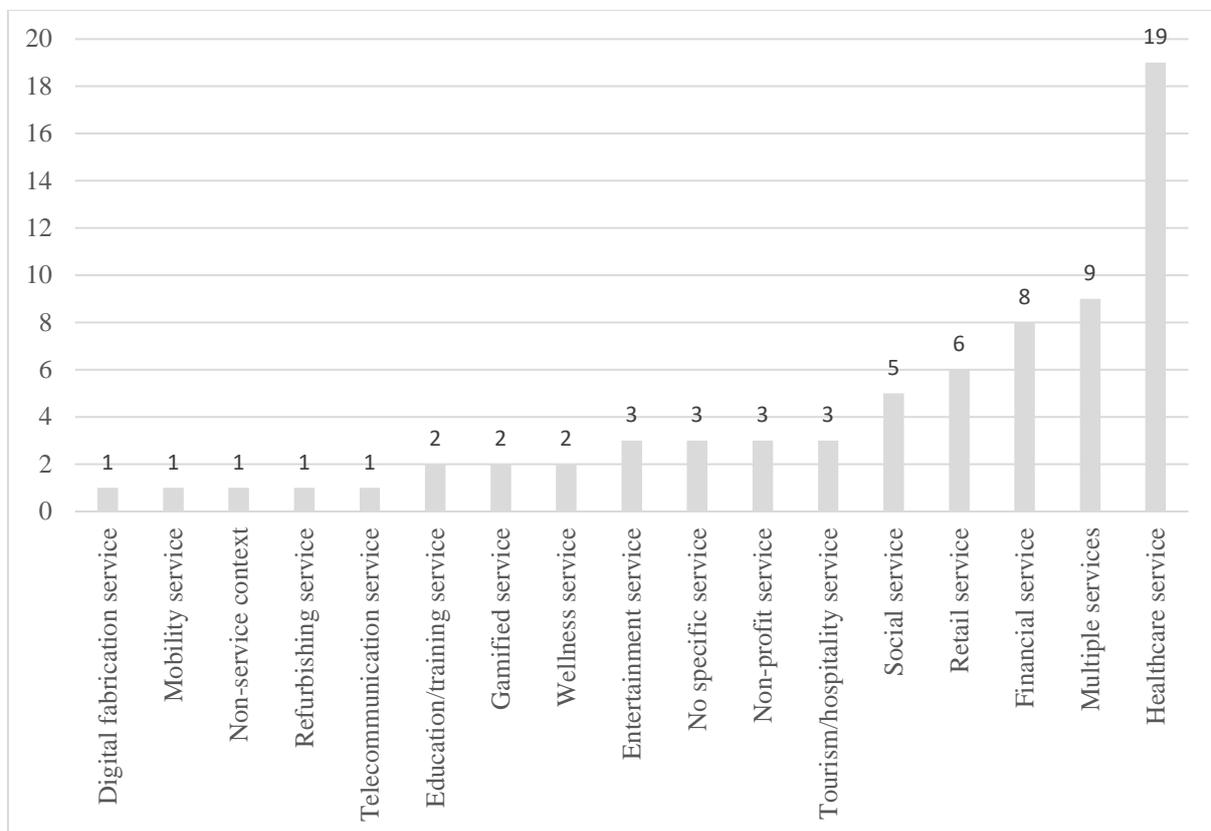
5. Findings

The analysis of the extant empirical studies of the TSR domain has provided answers to the questions of what are the sources of well-being and what types of well-being could emanate from these sources. For each source and type of well-being, several factors have been identified. However, the process through which well-being outcomes are realized is excluded from the analysis and subsequent discussion.

5.1 Sources of well-being

The analysis has identified five sources of well-being: organization-, individual-, collective-, service system-, and situation -driven sources. These broad sources are in consonance with the prior framework explaining the interactions of various service and consumer entities (Anderson *et al.*, 2013). However, the analysis has further identified the specific sources under the five broad sources of well-being. Organization-driven sources are the largest sources of well-being followed by individual-driven sources.

5.1.1 Organization-driven sources

A key organization-driven source is the provision and nature of support and service quality. One of the dominant factors underlying this source is developing customers' knowledge through the provision of information and resources. Organizations provide and share information for developing customer's knowledge about its services, policies and responsibilities (Tang et al., 2016). They also provide information and resources for gaining special skills and knowledge (e.g. technology know-how) on the part of the customers (Durgee and Agopian, 2018; Troebs et al., 2018). In this vein, organizations integrate resources, and evaluate and direct accurate information to the customers (Davey and Grönroos, 2019). However, maintaining fair and equitable practices as well as ensuring information transparency

has important implications for customers' knowledge development (Losada-Otálora and Alkire, 2019; Davey and Grönroos, 2019; Losada-Otalora et al., 2018). Another factor is offering activities to facilitate social support, interactions and engagement. Some studies reveal that the deployment of technology platform or tool can facilitate social support, which can further contribute to the well-being outcomes. For example, Rosenbaum and Wong (2012) suggested that the users of instant messaging (IM) services receive social support, which then contribute to their well-being. Similarly, organizations use engaging activities (e.g. group support class) for enhancing customer-facing well-being (Rosenbaum and Smallwood, 2013). However, interactions with service employees also contribute to employee-driven social support, which then influences customers' emotional, social, and cognitive functioning (Feng et al., 2019; Rosenbaum and Smallwood, 2013).

Related to this is the factor of using employees' emotional labor, actions, and attitudes. van Dolen and Weinberg (2017) argue that positive (negative) emotional reflections of service employees have a positive (negative) relationship with service customers' well-being. Employee-displayed attitudes and actions are also relevant in situations in which customers are constrained by lack of choice, power and control over needed resources (Rayburn, 2015). Attitudes and actions of employees can lead to various emotional responses and efforts from the customers (Rayburn, 2015; Aggarwal and Basu, 2014). The final factor underlying this source is the application of various aspects of service quality in influencing well-being outcomes. De Keyser and Lariviere (2014) state that the use of both technical and functional quality has a positive influence on customer happiness. A recent study further posits that service quality in terms of performance, delivery, and environment collectively and indirectly leads to customer happiness (Gong and Yi, 2018).

Another organization-driven source of well-being is the use of servicescape and design elements. Several studies have identified that the application of restorative and nature-based

servicescape elements influence customers' quality of life or well-being outcomes. Restorative servicescape incorporates certain stimuli within the service establishments for facilitating customers' internal restorative process by promoting human health and mind (Rosenbaum and Smallwood, 2011). For example, customers who perceive restorative servicescape stimuli such as being away, fascination, and compatibility experience relief from fatigue and enhanced mental and physical well-being (Rosenbaum et al., 2014; Rosenbaum and Wong, 2015). Organizations that use biophilic design or nature-based elements in their service environment contribute to their customers' health and well-being as the customers experience restorative qualities of the servicescape (Rosenbaum et al., 2018a). Beside using plant and greenery, other servicescape features such as spatial layout and functionality, safety and hygiene also contribute to customers' perceived well-being (Hamed et al., 2017; Hamed et al., 2019). Another factor related to this source is using design elements for making a servicescape accessible. This is particularly important for individuals who have mobility challenges. Dickson et al. (2016) stated that if 'access' issue is handled poorly and different strategies are applied in different areas of service provision, then it can negatively influence well-being of individuals with disability.

Organization-driven well-being also emanates from the integration of technology interfaces and features. One way this technology integration and well-being outcomes are realized through the use of gamified services and design elements. Mulcahy et al. (2018) suggested that design elements such as behavior monitoring and virtual training of gamified services have a significant influence on individuals' satisfaction and knowledge. Similarly, use of gamification mechanics can facilitate user engagement through which outcomes such as improved compliance, less anxiety, and focused attention can be realized (Hammedi et al., 2017). Another source is the integration of self-service technologies and platforms in adoption and adherence practices. For example, Rai (2018) stated that consumers who experience

improved medication adherence from the use of a pill dispenser have a higher sense of well-being. However, acceptance and use of self-service technology platforms depend on supportive technology features that facilitate instrumental value creation in the form of user's ability to achieve well-being goals (Taiminen and Saraniemi, 2018).

Internal practices and arrangements form another organization-driven source of well-being. This source mostly influences well-being outcomes for the internal customers or employees. One of the key factors related to this source is the application of management and work design practices for employee socialization, development, and unique experience. Rayburn (2014) posited that an organization's work design aspects such as empowerment and socialization have implications for the psychological needs of employees. Similarly, employee management practices such as contractual arrangement, job induction, and training and development have influence on employees' commitment and well-being (Edgar et al., 2017). Quality of services received by employees from other employees within the same organization also drives well-being in addition to employee satisfaction and commitment (Sharma et al., 2016). Organization's effort towards encouraging employees to participate in wellness programs and practices is still another factor that can effectively influence employee health and well-being (Mirabito and Berry, 2015). In addition to the employee-focused factors, organizations also integrate internal resources, processes, and capabilities to derive well-being outcomes for itself and for the natural ecosystems. For example, Guyader et al. (2019) posited that organizations apply six resource integration processes (homopathic and heteropathic) by which they either reduce the impact of consumption on environment or increase the capacity of the natural ecosystem. Table 3 depicts the organization-driven sources of well-being.

[Table 3 about here]

5.1.2 Individual-driven sources

Individual-driven sources also contribute to the well-being outcomes. One of the major sources is individuals' coproduction behaviors (e.g. Spanjol et al., 2015; Mende and Van Doorn, 2015) and co-creation activities (Sweeney et al., 2015; McColl-Kennedy et al., 2017) that lead to well-being outcomes for themselves. Mende and Van Doorn (2015) stated that coproduction behaviors lead to both objective financial well-being and reduction of financial stress. However, individuals' voluntary co-creation activities and collaboration through 'engaged interaction' also enhance well-being for community members or social actors (Mulder et al., 2015, p. 9). Playing of various roles by customers for resource integration and value co-creation is still another source of well-being. Sharma et al. (2017) argued that vulnerable customers play co-producer, strategic partner and community citizen roles from which both hedonic and eudaimonic well-being emerge. During the period of vulnerability, customers play novel roles (e.g. social role) for integrating resources and thereby facilitating beneficial outcomes (Cheung and McColl-Kennedy, 2015). Customers also play complementary roles for resource integration from which transformative outcomes are realized (Davey and Grönroos, 2019). Another source of well-being underlying self-initiated behaviors and efforts is the application of various coping strategies and motivational processes during challenging service consumption. Customers respond to various forms of vulnerability (e.g. discomfit, commodification) by adopting proactive and reactive coping strategies that enhance their ability to deal with these situations (Echeverri and Salomonson, 2019). Similarly, customers adopt forgiveness as a self-healing tool to overcome challenging service consumption situation and thereby improve their psychological well-being (Tsarenko et al., 2019). Another source is the saving behavior of individuals by which individuals improve their well-being (Martin and Hill, 2015). Individuals such as service customers also engage in information sharing behaviors (e.g. feedback) that influence well-being for service employees. Positive customer feedback

has an impact on employee well-being in terms of happiness, inspiration, positive feelings, positive flow (Nasr et al., 2014). However, positive feedback can also contribute to negative outcomes such as pressure from raised expectations, humiliation, increased workload among others (Nasr et al., 2015).

Another major source is individuals' personal motives, traits and skills that have implications for well-being outcomes. Individuals motivation for personal growth and community affiliation (Pera and Viglia, 2015) have an influence on their subjective well-being. In unusual service consumption situations, individuals engage in activities out of their motivation to self-sacrifice personal interests (Cheung and McColl-Kennedy, 2015) and to act as a source of income for their families (Rosenbaum et al., 2018b). In these situations, individuals focus on deriving common or shared benefits for community and families. Another source is individuals' beliefs about personal traits and the possibility of developing them. Montford et al. (2019) suggested that individuals with rigid beliefs regarding the development of their personal traits (e.g. intelligence) are less likely to take decisions in which financial loss is more salient. Financial loss can be seen as a person's negative financial well-being. However, a trait such as open-mindedness in receiving social information could facilitate taking risky decisions and thereby contribute to financial well-being (Winterich and Nenkov, 2015). Having knowledge and understanding of service-related concepts (e.g. financial knowledge) can also contribute to well-being outcomes (Mende and Van Doorn, 2015). Individuals' ability to derive meanings is another source of well-being. Individuals such as consumers can derive positive and negative meanings during the period of liminality and thereby contribute to their hedonic and eudaimonic well-being (Tonner, 2016). Table 4 highlights the individual-driven sources of well-being.

[Table 4 about here]

5.1.3 Collective-, service system-, and situation-driven sources

Besides the individual-driven sources, well-being also originates from collective-, service system-, and situation-driven sources. Collective sources are the groups such as families, social networks, communities, and nations among others (Anderson et al., 2013). One of the major collective sources is the mobilizing of social capital and support by integrating and accessing resources in social networks during the condition of vulnerability (see Table 5). For example, Cheung et al. (2017) argued that using various social capitals in the social networks can facilitate resource integration through access and use of resources and thereby influence both individual- and community-level well-being. Similarly, resources can be mobilized through communal service practices (Blocker and Barrios, 2015). Social supports provided through online and gamified platforms also have implications for well-being outcomes. Online social support influences participants' physical and psychological quality of life or well-being (Parkinson et al., 2017; Yao et al., 2015). Provision of social supports derived from the repurposed use of a service facility can lead to a sense of belonging, subjective well-being, and perceived quality of life (Rosenbaum et al., 2019). Another dominant collective source is the society-level development conditions such as health, literacy and living standards indicating societal poverty. Martin and Hill (2015) stated that greater societal poverty has significant negative effect on individual well-being.

Service system also acts as a source of well-being (see Table 5). A service system is a value-creation configuration composed of people, technology, value propositions, organizations, and shared information (Maglio and Spohrer, 2008; Maglio et al., 2006). Structural tensions between service systems could negatively influence well-being of service recipients. Anderson et al. (2016) suggested that resource integration practices such as accessing, appropriating, and managing can overcome structural tensions among the service systems and thereby improve customers' agency and well-being. However, engagement and fit

between service systems can facilitate value-in-context as well-being such as healthier lifestyles, reduced tension and anxiety (Hepi et al., 2017).

Finally, several situation-driven sources are involved in the creation of well-being (see Table 5). One of the underlying sources is the provision of essential services from informal or non-traditional source to the underprivileged customers. Sanchez-Barrios et al. (2015) stated that informal financial service offerings improve access, convenience, and financial literacy of the individual customers. This informal source also facilitates collective well-being in the situation where getting services from the traditional providers are hard to reach (ibid). Another source is the use of expansive or simple service environment in non-traditional service settings. Using, interpreting, and informing the physical and natural elements of a heritage site can enhance social well-being as site managers and staffs actively seek the visitors to engage or participate through interactions (Magee and Gilmore, 2015). Similarly, a broad range of environmental attributes and cues present in an expansive service setting (e.g. tourist destination, festival) can lead to customers' subjective well-being and life satisfaction (Sheng et al., 2016; Chou et al., 2018). In contrast to these expansive service environments, Blocker and Barrios (2015) stated that simple and anti-structural service environment allows people from various backgrounds to mingle and get free from traditional social structures and stigma. Thus, it can be argued that this anti-structural service environment facilitates individuals' mental well-being, improves personal capacities through social interactions, and develops community-level well-being.

[Table 5 about here]

5.2 Categories of well-being

The analysis has revealed two broad categories of well-being in the extant TSR literature. The first category explains well-being in terms of improvement (reduction) of capacity and

functioning of individuals, collectives, organization and natural ecosystem. The second broad category sees well-being in terms of elevated (lowered) subjective appraisals of life conditions. It reflects the subjective appraisals of individuals about their life conditions. The identified categories of well-being are consistent with the extant understanding of hedonic and eudaimonic well-being. However, the findings reflect the specific details of the nature of well-being studied in the domain of TSR.

5.2.1 Improved (reduced) capacity and functioning

Access to services and resources is one of the well-being outcomes underlying improvement (reduction) of capacity and functioning. Greater access to much needed resources (e.g. money) and social capital improves capacity and reduces disparities of both individuals and collectives such as family and community members (Sanchez-Barrios et al., 2015; Cheung et al., 2017). Similarly, easy access to a service facility could aid or inhibit an individual's ability of service consumption (Dickson et al., 2016). At the organizational level, positive outcomes for an organization can be realized through greater access to new targets (Sanzo-Perez et al., 2015).

Improved knowledge and agency are still another well-being. For example, in complex and conflicting service consumption situation, individuals develop mastery over activities to overcome liminality (Tonner, 2016) and develop knowledge of using data and technology to deal with institutional arrangements (Jefferies et al., 2019). Learning about a technology, a related process, and ways of using it through interactions with the service provider can develop a customer's knowledge and capacity (Durgee and Agopian, 2018). Similarly, underprivileged individuals can improve their personal capacities to deal with challenging situations by interacting with others (Blocker and Barrios, 2015) and developing knowledge (e.g. financial literacy) about apparently complex service (Sanchez-Barrios et al., 2015). Service customers themselves can play various co-creation roles from which they can realize well-being in terms

of an improved sense of competence (Sharma et al., 2017). However, lack of learning resources and access to them can reduce individuals' expertise in self-managing a certain condition such as a disease (Anderson et al., 2016).

Another category of well-being underlying improved capacity and functioning takes place through behavioral and perceptual changes of individuals. For example, customers develop and alter various co-production behaviors striving towards more compliant behavior such as medication adherence (Spanjol et al., 2015). This behavior change, on the one hand, improves individuals' capacity to deal with complex and prolonged situations. On the other, practicing and continuing compliant behavior are derived into improved health conditions. Individuals' capacity improves further through perceptual changes characterized by developing different world view and thereby developing awareness of identity, self-acceptance, self-healing, sense of confidence and control (Tonner, 2016; Sharma et al., 2017; Tsarenko et al., 2019). Another behavioral change takes place through an enhanced emphasis on empathy, social relations, consideration for and contribution to others. Individuals deploy an empathetic approach to others and focus on the relationship with others (Mulder et al., 2015; Tsarenko et al., 2019). Similarly, sense of social contribution and fellowship develops from the enactment of co-creative roles (Sharma et al., 2017).

Physical and psychological functioning are categories of well-being, which show objective conditions of physical and mental health of an individual. For example, an individual can experience improved physical and psychological functioning in terms of gaining energy and removing fatigue by perceiving restorative stimuli of a servicescape (Rosenbaum and Smallwood, 2011; Rosenbaum et al., 2014). However, individuals' active participation is essential for physical and psychological functioning. Mirabito and Berry (2015) stated that a higher level of employee engagement leads to positive health gains (e.g. weight loss), which

could further lead to a reduced risk of chronic diseases. Table 6 highlights well-being in terms of improved or reduced capacity and functioning.

[Table 6 about here]

5.2.2 Elevated (lowered) subjective appraisals of life conditions

The second broad category of well-being, elevated (lowered) subjective appraisals of life conditions, comprises three sub-categories. First sub-category deals with the subjective appraisal of emotional conditions, which explains the changes (positive/negative) that have taken place in various emotional states such as anxiety, fear, worry; etc. For example, customers report enhanced or positive changes in their emotions following supports received from employees or other social groups (Rosenbaum and Smallwood, 2013; Rosenbaum et al., 2019). However, Rayburn (2015) suggested that customers can experience negative emotions such as frustration, stress, anxiety, and helplessness from the interactions with service employees in a captive service. Similarly, employees can experience negative emotions in the form of increased tension, fear, strain and stress following customers' feedback (Nasr et al., 2015). Collectives such as family members also experience a positive emotional change in terms of relief from anxiety followed by certain consumption practices of individuals (Rai, 2018).

Life satisfaction and happiness form the second category of well-being, which shows individuals' overall satisfaction and happiness about their life. For example, Durgee and Agopian (2018) stated that customers' experience heightened happiness and sensory gratification from the refurbished services. Individuals' assessment of their quality of life involves assessing life satisfaction and happiness (Sweeney et al., 2015; Rosenbaum et al., 2014; Rosenbaum et al., 2019). Individuals also experience greater life satisfaction when they have strong ties with others (Cheung et al., 2017).
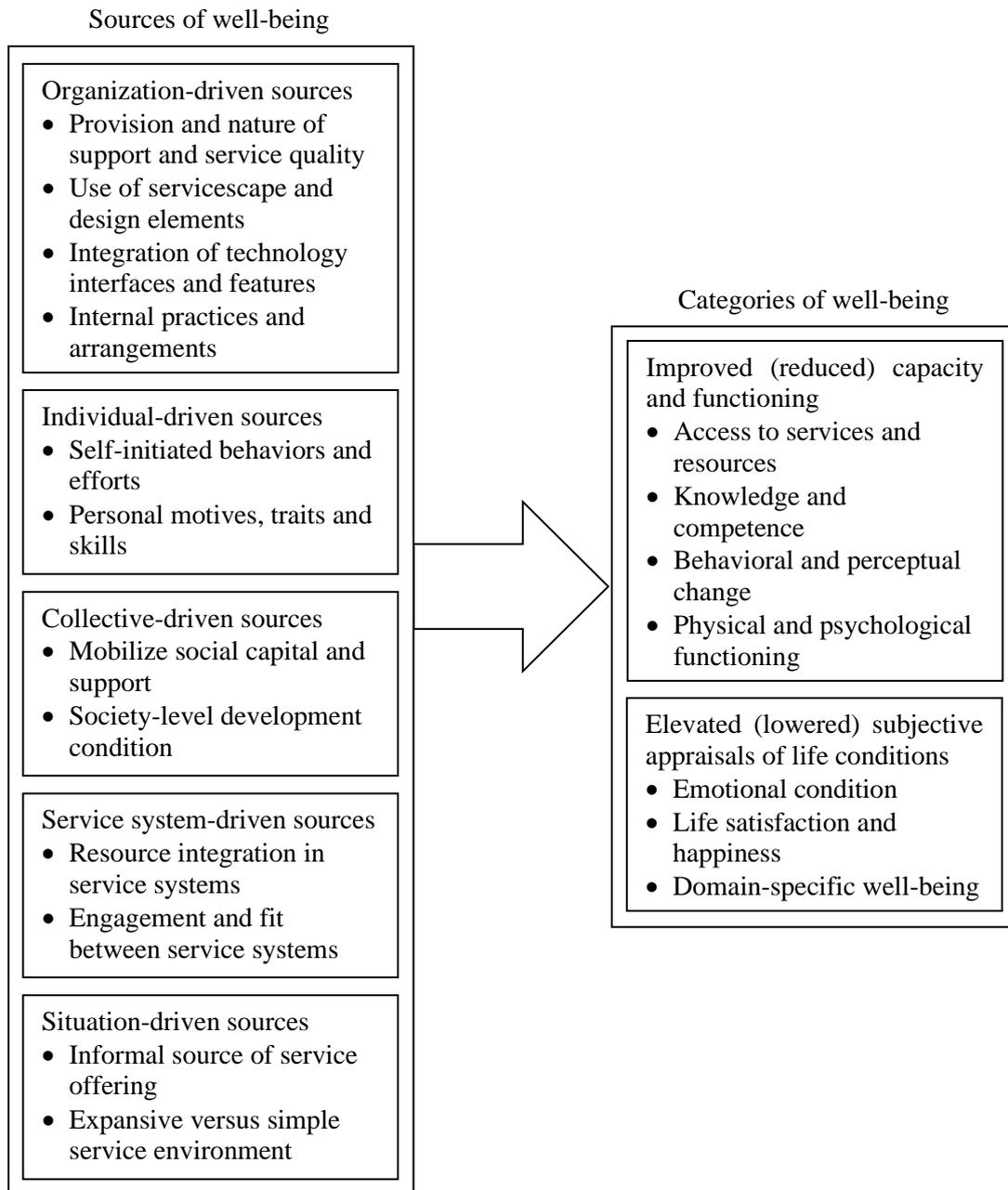
Finally, the review has identified domain-specific well-being that describes subjective appraisal of well-being related to specific areas of lives. For example, subjective financial well-being reflects individuals' assessment about financial stress, worry, or even comfort (Mende and Van Doorn, 2015; Losada-Otalora et al., 2018). Similarly, in the domain of health, individuals' subjective appraisal of health and quality of life is reflected through physical, psychological and existential functioning (McColl-Kennedy et al., 2017). Perceived health status is still another aspect of health-related well-being (Rosenbaum and Wong, 2012). In addition, individuals can have a subjective evaluation of their social well-being. For example, Feng et al. (2019) posited that older customers' social well-being involves their assessment about conditions of and satisfaction with social life and such well-being is largely influenced by interactions with employees and outsiders. Individuals can have satisfaction about specific aspects of their lives. Edgar et al. (2017) stated that employees show their satisfaction or dissatisfaction with a job based on job conditions such as job arrangement, scheduling, and working hours among others. Similarly, individuals can have satisfaction with their unique identity such as pregnancy or would-be motherhood (Tonner, 2016). Table 7 highlights the categories of well-being under the subjective appraisals of life conditions.

[Table 7 about here]

5.3 A unified framework of well-being

A unified framework emerges from the findings of the review of extant empirical studies of the TSR domain (Figure 4). The framework shows the sources of well-being and the resulting categories of well-being. Although the sources could be linked to the categories of well-being by showing individual paths, the framework uses a common path for the ease of our understanding and avoiding potential confusion that might arise from a figure comprising many paths connecting various sources and categories of well-being.

Figure 4: A unified framework of sources and categories of well-being

Sources of well-being

Organization-driven sources
- Provision and nature of support and service quality
- Use of servicescape and design elements
- Integration of technology interfaces and features
- Internal practices and arrangements

Individual-driven sources
- Self-initiated behaviors and efforts
- Personal motives, traits and skills

Collective-driven sources
- Mobilize social capital and support
- Society-level development condition

Service system-driven sources
- Resource integration in service systems
- Engagement and fit between service systems

Situation-driven sources
- Informal source of service offering
- Expansive versus simple service environment

Categories of well-being

Improved (reduced) capacity and functioning
- Access to services and resources
- Knowledge and competence
- Behavioral and perceptual change
- Physical and psychological functioning

Elevated (lowered) subjective appraisals of life conditions
- Emotional condition
- Life satisfaction and happiness
- Domain-specific well-being

6. Conclusion

6.1 Discussion on findings

Well-being has long been a topic of dominant interest in the studies of psychology (see e.g. Diener *et al.*, 1999; Ryff, 1989; Lent, 2004). Although prior studies in the domain of service research explained and examined various aspects of well-being (Ostrom *et al.*, 2014), the emergence of the transformative service research (TSR) has invigorated the interest of service research aiming at enhancing the well-being of various customer and service entities. Conceptually originated from the aspirations of the transformative consumer research (TCR), this emerging service research domain seeks to explain the role of service and consumer entities in facilitating well-being outcomes (Ostrom *et al.*, 2015). The influential conceptual studies of TSR have proposed the potential role of service entities and customer entities in shaping the well-being of individuals, collectives, societies, and ecosystems (see e.g. Anderson *et al.*, 2013; Fisk *et al.*, 2016; Ostrom *et al.*, 2015). Following these calls, a considerable number of empirical studies have been carried out to examine various aspects of well-being in diverse service contexts. Although the conceptual studies posited a broad understanding of service and consumer entities that can be involved in the facilitation of well-being outcomes, a comprehensive picture from the empirical studies of TSR explaining the specific sources and categories has been lacking. To address the gap, this study aimed to review the TSR literature to identify the sources and categories of well-being, explain their relations in a unified framework, and offer future research directions.

The findings of the review revealed several organization-driven sources of well-being. Provision and nature of support and service quality are the dominant organization-driven source. Within these, an organization can develop individuals' (e.g. customers) knowledge by the provision of resources. An organization can play certain roles for improving customers'

knowledge (Davey and Grönroos, 2019) and making them familiar with the organization (Tang et al., 2016). Similarly, an organization offers activities for facilitating social support (Rosenbaum and Smallwood, 2013) and employee actions and emotional labor for enhancing well-being outcomes (van Dolen and Weinberg, 2017). The analysis further identified a dominant role of servicescape and design elements in facilitating well-being of consumer entities. Similarly, use of technology-enabled services can enhance or facilitate well-being outcomes. In addition to customer-facing well-being, organization-driven sources also involve internal practices and arrangements specially to facilitate well-being for internal customers or employees. Besides the organization-driven sources, individual-driven sources are also identified from the analysis. On the one hand, individuals' personal traits, motives, and skills can contribute to well-being. For example, individuals can engage in activities out of their motivations to produce shared benefits for and affiliations with others (e.g. Pera and Viglia, 2015; Rosenbaum et al., 2018b). On the other hand, individuals' (e.g. customers) engagement in co-creation and co-production activities, roles in resource integration processes, coping mechanisms to deal with vulnerable situations also act as dominant sources of well-being outcomes. For example, vulnerable customers apply proactive or reactive and explicit or implicit coping strategies in order to deal with the sources of vulnerability and thereby develop their ability to manage challenging life conditions (Echeverri and Salomonson, 2019).

Besides these sources, the analysis identified collective, service system, and situational sources of well-being. Collectives such as family and community members integrate resources and offer supports (Cheung et al., 2017; Blocker and Barrios, 2015; Yao et al., 2015). At the service system level, resource integration practices, engagement and fit between service systems contribute to well-being for the participants of the service systems. The analysis further revealed that well-being can emanate from informal service offering and expansive or simple service environment. The review further identified two broad categories of well-being that deal

with capacity and functioning, and subjective appraisals of life conditions. This study argues that improved (reduced) capacity and functioning are expressed through access to services and resources, knowledge and competence, behavioral and perceptual change, and physical and psychological functioning. Although consistent with the notion of eudaimonic well-being (Ryff, 1989), the analysis of the review has identified specific categories of well-being that represent improved capacity and functioning of consumer and service entities. In line with the hedonic view of well-being (Lent, 2004), this study argues that well-being also represents elevated (lowered) subjective appraisals of life conditions in terms of changes in emotional condition, life satisfaction and happiness, and domain-specific aspects of well-being (e.g. financial well-being).

This study identifies the key sources of well-being and what well-being outcomes can originate from these sources. While the extant TSR literature proposes the interactions between service and customer entities in facilitating well-being outcomes (Anderson et al., 2013), this systematic review reveals the specific sources of well-being, which are not just related to the service providing organizations but also to several non-organizational sources such as individuals and collectives. Moreover, the review reveals that some sources of well-being contribute to the well-being of collective as well as macro entities such as organization and natural ecosystem. The unified framework drawn from the study findings shows the simplistic relationships between the sources and categories of well-being.

6.2 Future research directions

While the review identifies the sources and categories of well-being, it also opens the opportunities to address some research gaps for further research (Table 8). These research agenda are particularly related to the sources of well-being as identified in this study. In terms of organization-driven source, future research can explore the dimensions of access and equity in service provision for vulnerable customers. This is particularly important since access is

identified as a dominant well-being outcome in relation to improved capacity and functioning. Although Tang et al. (2016) has identified the role of organizational strategies in driving well-being, future studies are needed to see how these and other strategies work in other service contexts. For example, studying the effects of various organizational strategies and initiatives for health and social services in subsistence and developing country contexts could add new knowledge and further direction for future. Since customers' social sphere could play a dominant role in the overall service experience, thus future research can identify the organizational factors that could improve the knowledge and capacity of collectives. Similarly, ways to develop individuals' self-management skills in difficult conditions could be investigated in future research.

The role of technology in facilitating well-being is addressed in the extant TSR literature. However, future studies can examine the cultural aspects of technology use in the facilitation of well-being. For example, the effects of the differences in culture and technology readiness on the use of technology and subsequent well-being could be examined in future research. Moreover, use of technology platforms based on multiple devices (e.g. smartphones, tabs) and its consequences for well-being could be examined. For example, how platforms integrating multiple devices can be designed and implemented for elderly care or for hard-to-reach customers can be examined. While access to technologies varies between communities, societies, and countries, it would be of particular interest to know what impact various levels of access to technology could have on improving (hindering) capacity and functioning of individuals and collectives.

It is evident from the finding of this study that individuals' co-creation and co-production activities play a dominant role in facilitating well-being. Thus, future studies can explore the facilitators and barriers of these activities aiming at well-being. Since customers interact with other customers in a service setting, thus future studies can examine how these interactions

could contribute to well-being outcomes. In relation to the collective sources, one of the major issues to examine is how community-level stigma could affect individuals' as well as family well-being. In the same line, it is relevant to understand what dilemmas are prevalent in encouraging community participation for enhancing well-being outcomes such as changing poor health status of a certain segment of a community. Although some studies (e.g. Echeverri and Salomonson, 2019) indicated the ways individuals deal with vulnerable situations, future studies can explore the strategies that collectives apply to overcome vulnerability and subsequently improve well-being for both individuals and collectives.

Finally, more research is needed to address service systems' contribution to improve well-being of the constituents of such systems. For example, a comprehensive understanding of the facilitating or hindering factors of well-being in a service system needs to be developed. It may be possible that some of these factors are global or systematic and other factors are situation- or context-specific. Although extant TSR studies has examined engagement and resource integration processes between service systems, the process through which competing service systems work towards beneficial outcomes for service recipients is not known. For example, how public and private healthcare providers compete and collaborate to enhance healthcare customers' well-being can be examined in future studies.

[Table 8 about here]

Besides the aforesaid research directions, future studies can examine the possible impact of the identified sources on social well-being of individuals. In TSR domain, Feng et al. (2019) posited that social supportive resources from employees and outsiders increase social well-being of older customers, which had been examined by using the measures of subjective well-being. However, social well-being represents an individual's assessment of his or her circumstance and functioning in society reflected through five dimensions: social integration,

social acceptance, social contribution, social actualization, and social coherence (Keyes, 1998, 2005; Gallagher *et al.*, 2009). Social integration shows an individual's evaluation of the quality of relationships by which he or she feels the extent of commonness with and belongingness to others in the society and community (Keyes, 1998). Social acceptance refers to the interpretation of an individual about the qualities and characteristics of others in the society and community (Keyes, 1998). An individual with high social acceptance has favorable views about others. The third dimension, social contribution, reflects an individual's evaluation of whether his or her activities are contributing or valuable to society. Although social contribution dimension has some similarity with the concept of self-efficacy, its scope is greater as it deals with individuals' contribution to society (Zhang et al., 2011). The fourth dimension, social actualization, refers to one's "evaluation of the potential and the trajectory of society" (Keyes, 1998, p. 123). It reflects an individual's beliefs about society's progress and development potential. The fifth dimension, social coherence, shows an individual's ability to understand the complexity of the society or world surrounding him or her, and to predict what might happen next in the society (Keyes, 1998; Zhang et al., 2011).

Based on the findings of this study and the above discussion on the social well-being of individuals, a schema is proposed (Figure 5) and associated future research directions are outlined (Table 9). Service providing organizations could deploy efforts and resources for enhancing specific dimensions of individuals' social well-being. However, the need for and degree of influence on such dimensions vis-à-vis social well-being may vary depending on the nature of service providing organizations. For example, prior studies underscored the importance of servicescapes in shaping individuals' behavioral and cognitive responses, and social interactions (Bitner, 1992; Rosenbaum *et al.*, 2011b). Thus, servicescapes can be designed to positively influence customers' and employees' social well-being in the form of social integration, social acceptance; etc. However, the need for social integration might be

greater for those services that deal with reducing or removing customers' sense of loneliness such as an elderly care home, a settlement service provider for refugees; etc. Similarly, in customer context, design elements of gamified services have an influence on customers' knowledge and satisfaction (Mulcahy *et al.*, 2018). Thus, service providing organizations could design elements of gamified services, which may reduce or remove the negative aspects of customers' social well-being such as a feeling of not belonging to a community, an evaluation depicting their less or no contribution to society, perceived complexity of world surrounding them; etc. Thus, the proposition is:

P1: Organization-driven sources of well-being can influence the dimensions of individuals' social well-being.

Figure 5: A proposed schema of sources of well-being and individuals' social well-being
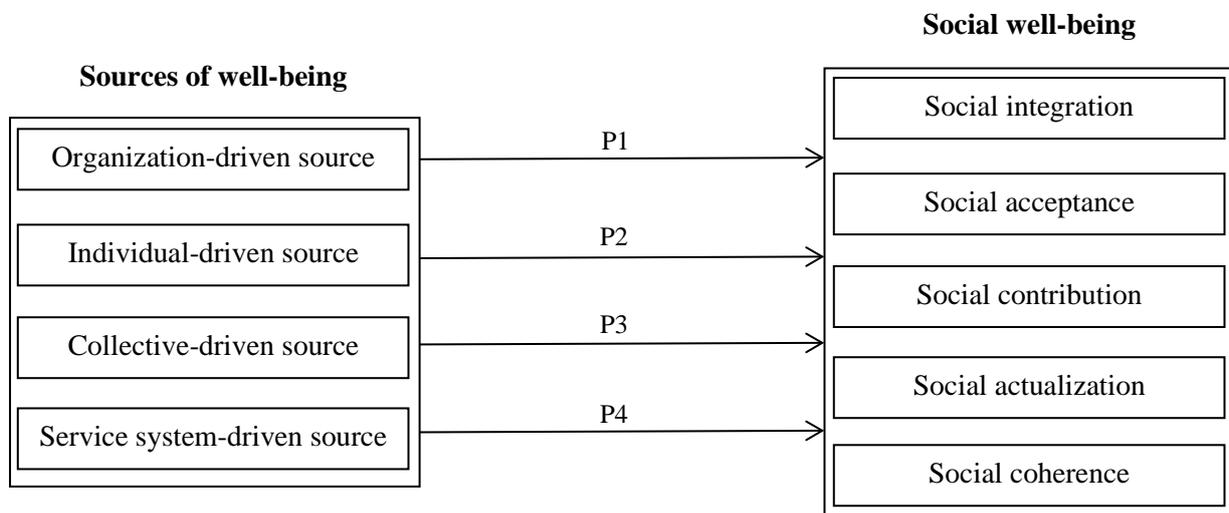
Customers are crucial resource integrators and play active roles in the value creation process (Vargo, 2008; Payne et al., 2008; Bitner et al., 1997). The conceptual underpinnings of TSR also recognise the role of individual entities (e.g. customers, employees) in facilitating well-being outcomes (Anderson et al., 2013; Ostrom et al., 2015). The findings of this study

substantiate these conceptual underpinnings by showing the fact that individuals' roles, behaviours, traits, and skills have implications for the nature of well-being outcomes. In the same vein, it can be argued that individual-driven sources may affect one or more dimensions of customers' and employees' social well-being. For example, customers may apply various coping strategies to deal with negative or deficient aspects of their social integration and acceptance. Various factors in customers' own processes may also intervene and affect their social well-being by overcoming challenges associated with social integration and social acceptance. Similarly, open-mindedness of customers may help them to gather information and knowledge on their social world, which could subsequently improve their social coherence. Thus, the proposition is:

P2: Individual-driven sources of well-being can influence the dimensions of individuals' social well-being.

Corroborating the conceptual domain of TSR, the findings of the current study describe the fact that collective entities such as families, groups or communities could assist in the process of resource access and integration in addition to the offering of various social supports. For example, available resources and social supports from collective sources could positively influence customers' feeling of belongingness that could lead to enhanced social integration. Furthermore, sense of community has an influence on social participation, which can further influence social well-being (Cicognani et al., 2008). In employee context, sense of community and support from friends could generate positive outcomes although social incoherence can play a negative role (Voydanoff, 2004). Thus, the current study argues that collective entities and their intrinsic nature and structure could shape individuals' social well-being. Thus, the proposition is:

P3: Collective-driven sources of well-being can influence the dimensions of individuals' social well-being.

Service systems have considerable implications for the well-being outcomes of various entities including individual entities (Fisk et al., 2016; Finsterwalder et al., 2017). The findings of this current study resonate to the conceptual underpinnings by explicating the fact that service systems can assist in resource integration processes, facilitate various actors' active participation, and generate value outcomes. As individuals (e.g. customers, employees) are the essential elements of a service system (Maglio et al., 2009; Maglio et al., 2006), thus their feelings or evaluations of social integration, acceptance, actualization; etc could greatly be affected by various elements and interactions that prevail in that service system. For example, a service system comprising various entities could resolve the challenges of customers who are faced with a negative sense of social actualization, contribution, or coherence by developing a mechanism of active and inclusive participation. Thus, the proposition is:

P4: Service system-driven sources of well-being can influence the dimensions of individuals' social well-being.

In support of the aforesaid propositions, Table 9 presents several future research directions that may add valuable insights to the extant knowledge of TSR domain.

[Table 9 about here]

6.3 Managerial implications

Caring about the well-being outcomes has strategic importance for service providing organizations (Paulin et al., 2006). For some service organizations, strategic importance emerges from the very nature of services that they offer to their customers. For example, the core philosophy of a healthcare service provider builds on the focus on improving physiological and/or psychological well-being of patients. Likewise, in the cases of more specialised healthcare service providers (e.g. therapeutic rehabilitation), improving the capacity of patients and removing or reducing disabilities are at the core. Thus, the practitioners of these organizations cannot disassociate their everyday activities from the facilitation of the well-being outcomes of customer entities.

Generally, managers or practitioners need to care about their customers' well-being for some reasons. First, since organizations are constantly engaged with their customers (and, other stakeholders) in various exchange processes and relationships, thus from ethical perspectives, organizations need to ensure that they are providing customers with appropriate information, refraining from offering unsafe services or services that may cause harms to customers, discouraging inequal practices on the ground of gender, race, and similar other matters (Sirgy, 2008). These issues could develop customers' capacities or allow them to get access to needed resources, which would eventually be translated into their enhanced well-being. Second, caring about well-being may help an organization to develop customers' trust and thereby get more engaged customers. Positive customer engagement can lead to actions such as word-of-mouth activities, recommendations; etc that can be beneficial for the organizations in the short and long run (van Doorn et al., 2010). In employee context, caring about well-being has significant implications not just for reducing employees' health risks, but also for reducing organizations' health care costs and improving productivity (Mirabito and Berry, 2015; Van De Voorde et al., 2012).

Hence, this study offers several implications for the practitioners. The study findings suggested that several sources of well-being are in the spheres of individuals and collectives. Although a service providing organization has limited or no possibility of managing activities in these spheres, it can develop an understanding of how activities, behaviors, and processes are carried out by individuals and collectives. For example, knowledge of coping strategies that individuals apply in vulnerable consumption situation while interacting with service employees could help an organization to streamline activities and operating procedures so that the causes of vulnerability can be minimized. Similarly, understanding of how support is mobilized through a social network can help design service processes and technology platforms, which would facilitate the transference of valuable resources within the networks of individuals and collectives. Furthermore, from this understanding, customers' social well-being can be enhanced either by the practitioners' direct efforts or through the collaboration with social support groups to improve customers' sense of belongingness to their societies and communities.

Although some elements of the situational sources are beyond the control of a service providing organization, it would be beneficial for the managers to understand why individuals engage in these types of service consumption. For example, knowing the motives and underlying conditions for taking loans from an informal source can help a legitimate financial organization (e.g. bank) to design its services targeting the underprivileged groups. The study findings also provide the practitioners with an understanding of the nature and types of well-being that originate from various sources. From this understanding, managers can streamline their services to enhance the life ability of individuals in terms of developing crucial skills, educating customers about new service interfaces and technologies; etc. For instance, financial service providers can involve customers for actively learning new technologies that can

facilitate their financial well-being. This could be particularly relevant for underprivileged or less resourceful customers.

6.4 Limitations

The present systematic literature review comes with several limitations, which can offer further directions for future studies. First, the study reviewed only peer-reviewed articles published in internationally recognised journals. In doing so, the review did not take into consideration other publications such as books, book chapters, conference papers; etc. Thus, future studies could broaden the scope of the study's framework and the corresponding agenda by incorporating peer-reviewed, non-article publications (e.g. books, book chapters). Second, the review applied specific search terms or keywords and their combinations for developing the final sample of relevant studies. However, the choice of these search terms or keywords and combinations may have excluded those studies that discussed perhaps similar issues by using different keywords or terminologies. Third, the study strictly focused on those studies that are positioned only in the TSR domain. Even though TSR has a common ground with the transformative consumer research (TCR) domain in terms of their priority on well-being, studies that discussed service-related issues but were positioned in TCR have been excluded during the process of developing the sample for this study. Thus, future studies could make an expanded synthesis, especially by taking those works that may have crossed both domains.

6.5 Concluding thoughts

The emergence of transformative service research (TSR) has put forth a rejuvenated interest in research related to well-being and expanded the scope and contribution of service research. Whereas prior studies have laid out the conceptual underpinnings on the connection between TSR and well-being outcomes, the present systematic literature review offers a comprehensive

overview of the sources from which various categories of well-being could emerge. This understanding could encourage service customers, practitioners, and other participants in service processes and exchange relationships to identify and advance those areas that could aid in enhancing well-being outcomes. From the practitioners' perspective, the application of the underlying facets discussed in the review could help them achieving valuable strategic outcomes such as customers' trust and engagement. The study expects that it would inspire service researchers as it offers several new directions for research that could expand our current understanding of the role of various entities in enhancing well-being outcomes.

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Table 1: Publication outlets of the reviewed publications

Category and Name of the Journal	Number of Publication	Total (%)
Service Journals		53 (75.71%)
Journal of Services Marketing	17	
Journal of Service Research	12	
Service Industries Journal	10	
Journal of Service Management	6	
Journal of Service Theory and Practice	5	
Service Marketing Quarterly	2	
Managing Service Quality	1	
Non-Service Journals		17 (24.29%)
Journal of Business Research	3	
Journal of Marketing Management	3	
Journal of Retailing & Consumer Services	3	
Event Management	1	
International Journal of Bank Marketing	1	
International Journal of Services, Economics and Management	1	
Journal of Cleaner Production	1	
Journal of Public Policy & Marketing	1	
Journal of Technology in Human Services	1	
Psychology & Marketing	1	
Service Business	1	
Total		70 (100%)

Table 2: Methodological orientation of the reviewed publications

Type of Study	Number of Publication (%)
Empirical qualitative	34 (48.57)
Empirical quantitative	29 (41.43)
Empirical qualitative and quantitative	7 (10)
Total	70 (100)

Table 3: Organization-driven sources of well-being

Source	Explanation	Example references
Provision and nature of support and quality	Developing customer's knowledge by providing and sharing information and needed resources	Davey and Grönroos, 2019; Losada-Otalora et al., 2018; Troebs et al., 2018; Dodds et al., 2018; Durgee and Agopian, 2018; Tang et al., 2016; Ellway, 2014; Losada-Otálora and Alkire, 2019
	Offering tools and activities for facilitating social support and engagement	Rosenbaum and Wong, 2012; Feng et al., 2019; Rosenbaum and Smallwood, 2013; Durgee and Agopian, 2018; Hurley et al., 2018
	Using emotional labor, actions and attitudes of employees	van Dolen and Weinberg, 2017; Otterbring, 2017; Hepi et al., 2017; Rayburn, 2015; Aggarwal and Basu, 2014
	Applying various aspects of service quality	Gong and Yi, 2018; De Keyser and Lariviere, 2014
Use of servicescape and design elements	Applying restorative and nature-based elements of servicescape	Rosenbaum and Smallwood, 2011; Rosenbaum et al., 2014; Rosenbaum and Wong, 2015; Rosenbaum et al., 2016; Rosenbaum et al., 2018a; Hamed et al., 2017; Hamed et al., 2019
	Using design elements for making servicescape accessible	Dickson et al., 2016
Integration of technology interfaces and features	Using gamified services and design elements	Mulcahy et al., 2018; Tanouri et al., 2019; Hammedi et al., 2017
	Integrating self-service technology in adoption and adherence practices	Rai, 2018; Taiminen and Saraniemi, 2018
Internal practices and arrangements	Applying management and work design practices for employee socialization, development and unique experience	Edgar et al., 2017; Abney et al., 2017; Rayburn, 2014
	Embedding internal service quality	Sharma et al., 2016
	Encouraging employee participation in wellness practices	Mirabito and Berry, 2015
	Integrating internal resources, processes and capabilities	Sanzo-Perez et al., 2015; Guyader et al., 2019

Table 4: Individual-driven sources of well-being

Source	Explanation	Example references
Self-initiated behaviors and efforts	Engaging in co-production behaviors and co-creation activities for the benefit of self and others	Spanjol et al., 2015; Mulder et al., 2015; Sweeney et al., 2015; Dodds et al., 2018; Mende and Van Doorn, 2015; Hau and Thuy, 2016; McColl-Kennedy et al., 2017
	Playing active roles for resource integration and value co-creation	Davey and Grönroos, 2019; Rai, 2018; Sharma et al., 2017; Cheung and McColl-Kennedy, 2015
	Applying coping strategies and motivational process to deal with challenging service consumption	Echeverri and Salomonson, 2019; Tsarenko et al., 2019; Jefferies et al., 2019
	Conserving for prospective benefits	Martin and Hill, 2015
	Providing feedback to service employees	Nasr et al., 2014; Nasr et al., 2015
Personal motives, traits and skills	Having motivations to derive personal growth and value as well as family/social benefits	Pera and Viglia, 2015; Cheung and McColl-Kennedy, 2015; Rosenbaum et al., 2018b; Aggarwal and Basu, 2014
	Having beliefs about personal traits and possibility to develop them	Montford et al., 2019
	Having open-mindedness in receiving information	Winterich and Nenkov, 2015
	Having knowledge and understanding of concepts of a service	Mende and Van Doorn, 2015
	Deriving positive and negative meanings from unique service experiences	Tonner, 2016; Zayer et al., 2015

Table 5: Collective-, service system-, and situation-driven sources

Source	Explanation	Example references
Mobilize social capital and support (collective source)	Integrating and accessing resources in social networks during vulnerable situation	Cheung et al., 2017; Skålén et al., 2015; Blocker and Barrios, 2015; Rai, 2018
	Providing and receiving social supports through online and gamified platforms	Yao et al., 2015; Tanouri et al., 2019; Parkinson et al., 2017
	Offering social supports in repurposed setting	Rosenbaum et al., 2019
Society-level development condition (collective source)	Having health, literacy, and living standards indicating societal poverty	Martin and Hill, 2015
Resource integration in service systems (service system source)	Applying resource integration practices to deal with structural tensions	Anderson et al., 2016
Engagement and fit between service systems (service system source)	Establishing actors' active participation and fit to facilitate sense-making and value outcomes	Hepi et al., 2017
Informal source of service offering (situational source)	Providing essential services to the underprivileged customers from non-traditional service provider	Sanchez-Barrios et al., 2015
Expansive versus simple service environment (situational source)	Using, interpreting and informing physical and natural elements of heritage sites	Magee and Gilmore, 2015
	Considering expansive servicescape attributes of a destination	Sheng et al., 2016
	Using environmental cues in festival setting	Chou et al., 2018
	Developing anti-structural servicescape	Blocker and Barrios, 2015

Table 6: Well-being as improved (reduced) capacity and functioning

Well-being	Explanation	Example references
Access to services and resources	Increased (deceased) access to the needed services and resources	Dickson et al., 2016; Taiminen and Saraniemi, 2018; Cheung et al., 2017; Mende and Van Doorn, 2015; Sanchez-Barrios et al., 2015; Sanzo-Perez et al., 2015
Knowledge and competence	Improved knowledge and agency through learning about processes, technologies, and reactions. Lack of learning resources reduces knowledge and expertise.	Tonner, 2016; Anderson et al., 2016; Sanchez-Barrios et al., 2015; Jefferies et al., 2019; Mulcahy et al., 2018; Durgee and Agopian, 2018; Taiminen and Saraniemi, 2018; Sharma et al., 2017; Blocker and Barrios, 2015; Nasr et al., 2014
Behavioural and perceptual change	Changes in the world view and self-concept related to one's identity, acceptance, confidence, control, social contribution and relations	Mulder et al., 2015; Tonner, 2016; Sharma et al., 2017; Tsarenko et al., 2019; Spanjol et al., 2015
Physical and psychological functioning	Realisation of physical and psychological health and productivity gains (losses).	Rosenbaum and Smallwood, 2011; Mirabito and Berry, 2015; Rosenbaum et al., 2014

Table 7: Well-being as elevated (lowered) subjective appraisals of life conditions

Well-being	Explanation	Example references
Emotional condition	Positive (negative) changes in emotional conditions such as anxiety, fear, and stress.	Nasr et al., 2015; Rayburn, 2015; Rosenbaum et al., 2014; Rosenbaum and Smallwood, 2013; Rayburn, 2014; Rosenbaum et al., 2019; Tonner, 2016; Rai, 2018; Blocker and Barrios, 2015
Life satisfaction and happiness	Feeling of happiness and satisfaction with life	Sweeney et al., 2015; Durgee and Agopian, 2018; Rosenbaum et al., 2014; Sheng et al., 2016; Cheung et al., 2017; Martin and Hill, 2015; Nasr et al., 2014; Nasr et al., 2015; Rosenbaum et al., 2019
Domain-specific well-being	Subjective appraisal of financial, health, social well-being, and satisfaction with specific aspects such as job.	Tang et al., 2016; Mende and Van Doorn, 2015; Losada-Otalora et al., 2018; Rosenbaum and Wong, 2012; McColl-Kennedy et al., 2017; Feng et al., 2019; Edgar et al., 2017; Sharma et al., 2016; Tonner, 2016

Table 8: Future research directions

Focus area	Potential research questions
Organization-driven source	RQ 1: What could be the dimensions underlying access and equity in service provision especially for vulnerable customers? RQ 2: How organizational strategies could influence individual and collective well-being in various service and country contexts? RQ 3: What organizational factors and initiatives could improve knowledge and capacity of collectives (e.g. families)? RQ 4: How service providers can develop customers' self-management skills for dealing with challenging life conditions? RQ 5: How cultural differences and variation in technology readiness could influence use of technology for improving well-being? RQ 6: How could multi-device technology platforms be used in facilitating well-being? Are there any potential negative or unintended consequences? RQ 7: What influences various level (e.g. high vs low) of access to technology interfaces could have on capacity and functioning of individuals and collectives?
Individual-driven source	RQ 8: What could be the facilitators and barriers for individuals' co-creation and co-production activities aiming at well-being? RQ 9: How customer-to-customer interactions in various service settings could contribute to enhanced well-being? RQ 10: What motivational and situational factors could influence various coping strategies leading to individuals' well-being?
Collective-driven source	RQ 11: How do community-level stigma and nuances impact well-being? RQ 12: What could be the dilemmas in encouraging community participations in solving domain-specific well-being (e.g. health status)? RQ 13: Does future community participation emerge from current community participation and resulting well-being? RQ 14: How do collectives (e.g. family) deal with environmental challenges to overcome individual and collective vulnerability and thereby improve well-being?
Service system-driven source	RQ 15: What factors of a service system could facilitate or hinder well-being for individuals? Collectives? Natural environment? RQ 16: How do service systems (e.g. public vs private) compete and collaborate towards enhancing well-being?

Table 9: Future research directions for improving individuals' social well-being

Focus area	Potential research questions
Organization-driven Source (P1)	RQ 1: What efforts service providers can extend to enhance individuals' sense of social integration and acceptance? RQ 2: How service providers can contribute to the development of inclusive social platform, be it traditional or technology-driven, that would allow the improvement of individuals' social integration, acceptance, and actualization? RQ 3: How could gamified services be designed and applied for improving aspects of individuals' social well-being? RQ 4: What elements of service environments or servicescapes could contribute to the improvement of individuals' sense of social actualization, contribution, integration, and acceptance? RQ 5: What influences service employees' social well-being could have on customers' social well-being?
Individual-driven source (P2)	RQ 6: What factors in customers' own sphere(s) could impact their social well-being? RQ 7: What roles and value creation activities that customers could play to enhance their social well-being? RQ 8: How do customers and employees deal with deficient sense of social integration and acceptance? RQ 9: How do customers and employees respond to their feelings of or evaluations on reduced (negative) social actualization and/or social coherence?
Collective-driven source (P3)	RQ 10: How collective entities (e.g. families, communities) could help individuals in shaping their sense of social acceptance, contribution, and coherence? RQ 11: What might be the potential differences in collective activities aiming at improving customers' and employees' social well-being in affluent versus subsistence market settings? RQ 12: How changing elements of collectives (e.g. family structure) could impact social well-being of individuals? RQ 13: What impact the mobilization of social capital could have on the access and use of needed resources to improve customers' social well-being?
Service system-driven Source (P4)	RQ 14: How service systems could facilitate or hinder customers' and employees' sense of social integration, acceptance, and contribution? RQ 15: How service systems could help individuals to overcome negative sense of social actualization, contribution, or coherence?