

Table 1. The axioms of service dominant logic

	<b>Axiom</b>	<b>Explanation/Justification</b>
<b>Axiom 1/ Foundational Premise 1</b>	Service is the fundamental basis of exchange	The application of operant resources (knowledge and skills), “service” is the basis for all exchange. Service is exchanged for service
<b>Axiom 2/ Foundational Premise 6</b>	Value is always cocreated by multiple actors, including the beneficiary	Value creation is interactional and combinational
<b>Axiom 3/ Foundational Premise 9</b>	All social and economic actors are resource integrators	The context of value creation is networks of networks (resource integrators)
<b>Axiom4/ Foundational Premise 10</b>	Value is always uniquely and phenomenologically determined by the beneficiary	Value is idiosyncratic, experiential, contextual, and meaning laden.
<b>Axiom 5/ Foundational Premise 11</b>	Value cocreation is coordinated through actor-generated institutions and institutional arrangements	

Source: Vargo and Lusch 2016

Table 2. Research using sport subcultures as the context of study

<b>AUTHOR(S)</b>	<b>CONTEXT-SUBCULTURE</b>	<b>RESEARCH FOCUS</b>
Nash, 1977	Runners	The influence of dressing on runners interaction behavior
Klein, 1986	Bodybuilding	Identity formation
Fine, 1987	Little League Baseball	The organized and informal activities that lead to manhood
Young, 1988	Rugby	Deviant behavior
Donnelly and Young, 1988	Mountain climbing, rugby players	Construction and confirmation of identity
Young and Gallup, 1989	Windsurfing	Group affiliation
Murphy, Williams and Dunning, 1990	Hooligans	Socio-psychological meaning of hooliganism and its roots
Arnould and Price, 1993	White-water river rafting	Extended leisure service encounters and implications for customer satisfaction
Celsi, Rose and Leigh, 1993	Sky-diving	Developing a model of customer motivations and the role of culture in risk taking behaviors
Beal, 1995	Skateboarding	Resistant behavior
Holt, 1995	Baseball spectatorship	Developing a model of consumption practices
Hughson, 2002	Australian soccer fans	The effect of Australian soccer officialdom on soccer fans and especially immigrants (expressive vs. submissive fans)
Chun, Gentry and McGinnis, 2004	Baseball	Ritualization process
Thornton, 2004	Frisbee	Development of the eco-sport movement
Trendafilova, 2011	Disc golfers	Environmental consciousness
Canniford and Shankar, 2011	Surfing	Construction and allure of tribal metaphor
Akaka, 2012	Surfing and stand-up paddle boarding	Social and cultural aspects of consumption experience

Table 3. Conventional vs. Service Dominant Logic perspectives in sport marketing

<b>CONCEPTS</b>	<b>CONVENTIONAL (GOODS DOMINANT LOGIC) ORIENTATION</b>	<b>SERVICE-DOMINANT LOGIC ORIENTATION</b>
<b>Service</b>	Unit of output comparable to goods: e.g. Two sport arena services = a ticket service + a parking service.	Process of applying one's competences for the beneficiary, using goods as mechanisms for service: e.g. direct service (in person): concierge service; indirect service (via goods): sport arena seats (Axiom 1).
<b>Sport Consumers</b>	<p>Co-producers of sport experiences</p> <p>Recipients of value* created, added, and delivered by firms or destination marketing organizations— sport consumers' operant resources are exogenous to value-creation, and often not considered.</p> <p>*Value-in-exchange</p>	<p>Co-creators of sport experiences</p> <p>Beneficiaries, participants, influencers, collaborators of value** co-creation and determination with their operant resources – sport consumers' operant resources are endogenous to value creation (Axioms 1, 2 and 3).</p> <p>**<i>Value-in-subcultural context</i>: value is realized during use and determined in the beneficiary social, historical, tribal and cultural context</p>
<b>Participants in Value Creation</b>	Fans or spectators or sport participants and sport organizations/firms	Multiple actors/beneficiaries (e.g. sport consumers, sport teams, sponsors, sport equipment suppliers, media) (Axiom 2)
<b>Sport Marketing</b>	One-way marketing “to” sport consumers via advertising, promotions, public relations –marketing programs that are acted upon sport consumers.	Two-way marketing: directly or indirectly “with” beneficiaries who are constantly integrating their resources from various networks (e.g., other consumers, media, communities etc.) that they influence or are influenced by (Axioms 1-5).

<b>Relationship</b>	Repeat patronage: firm-centric	Association(s) between two or more beneficiaries through shared value and meaning: centered on a resource integrator (e.g., relationships between sport consumers who s/he shares the same feelings toward a sport team) (Axiom 3).
<b>Experience</b>	Sport consumers' perceptions of isolated events with the firm (e.g., gym check-in) or the sum of all events with the firm (e.g., sport game)	The experiencer's integration of events, meanings, identification, etc. of a full range sources – market-facing (e.g., advertising and promotion by gyms), public (e.g., news about the gym, events, online reviews), and private (e.g. family, friends) (Axioms 1, 3,4 and 5).
<b>Context of Value Creation</b>	Sport organizations/businesses	Sport service ecosystem which is institutionalized at all levels (micro, meso and macro) and influences other systems and is influenced by them (Axiom 5).

Table 4. Delineating the context of experience in sports

<b>CONSUMER CULTURE THEORY</b>	<b>SERVICE DOMINANT LOGIC</b>	<b>The context of experience in sports</b>
Consumer ideologies	Phenomenological and contextual views on value	Value-in-subcultural context
Social resources	Institutions and institutional arrangements	Tribal logics: multiplicity of networks, structures and institutions
Symbolic and material resources	Integration of resources in service ecosystems	Rituals and socialization in sport service ecosystems
Lived culture	Multiple levels of action and interaction in value co-creation	Co-construction or co-destruction of context
Sociohistoric patterning of consumption	Institutions influence value co-creation by guiding actors to what is perceived as valuable resource in a particular time and place	Value is determined by historical meanings and grounded in specific service ecosystems