Co-Creation and the Factors That Influence a Consumer’s Willingness to Co-Create Value

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ABSTRACT

Co-creation has shifted from the traditional style of marketing, where companies see consumers as passive buyers and users, to the type where consumers are actively involved in product development as they buy and use the products they create. In this article, the authors emphasized that some factors which are the reasons why consumers of Starbucks engage in co-creation activities. Consequently, the primary purpose of this study was to find out what motivates a consumer to engage in co-creation activities. The hypotheses were tested using data collected from 250 experienced online consumers of Starbucks. The results showed that consumers are most willing to co-create when they benefit from the process of doing so and as a way of sharing their experience with others. Notwithstanding, they are very much concerned about how companies use their personal information.

KEYWORDS

Co-Creation, Empowerment, Online Platform, Starbucks, Value Creation, Willingness To Co-Create

1. INTRODUCTION

Before the concept of co-creation, the traditional way of marketing focused more on the company than on the consumer. Notably, consumers were only active participants at the “point of exchange” (Prahalad & Ramaswamy, 2004). The conventional approach was where firms were known to create value, put it on the market where the value will be exchanged in terms of goods and services made available to the consumer, as suggested by Prahalad and Ramaswamy (2004). Presently, consumers are more actively involved in the process of creating value since the traditional method of marketing is no longer active. With the introduction of co-creation, the firm and the consumer can interact based on value (Figure 2), and the consumer can create value based on previous experiences in using a product. Ergo, communication has become an essential tool to the extent that the more consumers interact with companies, the more value is created.

The creation of value is described by Grönroos and Voima (2013) as when consumers spawn “value-in-use”; in that case, co-creation becomes the mode of communication (Grönroos & Voima,
2.1. Consumer Co-Creation

Recent literature on co-creation captures the term co-creation in different ways from the perspective of the firm. For instance Füller (2010) describes co-creation as one of a “virtual” nature (Füller, 2010), Ind & Coates (2013) calls it the “process of building brands together” (Ind & Coates, 2013) Desai in his research described co-creation as a tool for research (Desai, 2010). Others, like Ramaswamy (2011) and Rowley et al. (2007), both described co-creation in terms of “product development and Innovation” (Ramaswamy, 2011; Rowley, Kupiec-Teahan, & Leeming, 2007). In this regard, Grönroos and Voima (2013) emphasized the need for further research to construe the actual duty of the service provider and consumer in co-creation. Thus, their research focused on trying to spell out empirically
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