

Consumer and Value Creation of Fashion Brand Image

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With the development of technology and the transformation of market competition, garment enterprises have realized the importance of branding. However, while the garment industry is developing towards “branding”, it faces some problems, such as low competitiveness, insufficient innovation and creativity, and insufficient brand value promotion space utilization. Therefore, it is in the interests of individual garment businesses to enhance brand competitiveness, innovation and creativity and create higher brand value. Currently, fashion brand image value creates a direction for fashion enterprises to address these issues. Fashion brand image value creation can meet the new needs of consumers and enable customers to identify the differences between brands and product categories to improve the competitiveness of brands, and finally bring more significant economic benefits to enterprises, prolong their life and increase the value of brands.

value creation

brand loyalty

customer participation behavior

experience value perception

1. Value Creation of Fashion Brand Image

Brand value creation is an important research content in the field of fashion brands. High-value brands can reduce marketing costs and bring premium income to enterprises, so enterprises are increasingly concerned about brand value creation. France et al. believe that brand value creation is to satisfy customers' pursuit of higher value with new brand value ^[1]. Duan and Qu believe that brand value creation results from enterprises' brand investment ^[2]. Jayaraman and Luo proposed that brand value creation is a means for enterprises to establish a competitive advantage through brand power, brand image, and reputation ^[3]. Since the ultimate goal of brand value creation is to enable customers to form a unique brand experience. The content of brand value creation includes products, services, innovation, brand image, brand relationship, etc. ^[4]. Based on scholars' research on brand value creation, it can be found that the connotation of brand value creation has not been clearly defined. Therefore, fashion brand image value creation refers to a series of innovative and creative activities produced by enterprises that aim to create additional brand value based on the original limited value space to meet customers' higher goal value pursuit and maximize brand image value.

Brand image is indispensable in creating brand value, so these contents believe that the connotation of value creation of fashion brand image can be defined with the help of the connotation of brand value creation. The connotation of the fashion brand value creation can be defined as the fashion brand or enterprise using all aspects of innovation to create brand image, to let the brand grow based on original finite value space, to create additional

brand value, to satisfy customers with the brand image value's pursuit of a higher goal, to maximize the value of the brand image.

2. Consumer Value Co-Creation

At present, many scholars believe that in value co-creation, customers are the co-creators of value, and what they co-create with enterprises is the experience value. Prahalad and Ramaswamy ^{[5][6]} point out that there are multiple interaction points between consumers and enterprises, enabling them to achieve value co-creation and a personalized experience. Zaborek and Mazur ^[7] believe that value co-creation is a positive interactive process between consumers and enterprises. Consumers actively contribute their wisdom and labor and cooperate with enterprises to invent, design, and provide valuable products, services, and experiences for other consumers. Andreu, Sánchez et al. ^[8] believe that consumer value co-creation broadly means consumers lead value creation activities.

Similarly, Pongsakornrungrasit and Schroeder ^[9] point out that the dominant player in value co-creation is consumers, and value is reflected in the experience of consumers. Consumer value co-creation can also be understood as customer participation. For example, Nambisan and Baron ^[10] point out that customers can satisfy their needs for information, emotion, and other content by participating in product innovation to realize value co-creation. Auh et al. ^[11] believe that customer participation value co-creation is an active customer participation behavior. Customers contribute knowledge, experience, and resources in participation, which can provide value to themselves and enterprises at the same time. Payne et al. ^[12] put forward that customer participation is the critical factor in value co-creation, reflecting the contribution degree of customers in value co-creation. To sum up, the connotation of consumer value co-creation includes the concepts of "consumers as value co-creators" and "customer participation". Therefore, the text defines consumer value co-creation as consumers, as the subject of value creation, who participate in value creation activities and create value together with enterprises.

Marcos and his peers ^[13] believed that engagement is the source of experience and the primary way to realize value co-creation. Zhang et al. ^[14] show that the primary expression mode of value creation is interaction, and both the interaction between consumers and enterprises and among consumers can bring good experience value to customers. Luo and coworkers ^[15] proposed that customer participation value co-creation is the premise for customers to obtain co-creation experience value. Based on the viewpoints of the above scholars, it can be known that the essence of co-creation is experience value, and the premise of producing experience value is customer participation or interaction. Based on this, Mandlik and Kadirov ^[16] proposed a mechanism model of consumer value co-creation, including anamorphic, process, and result. Antecedent variables are composed of factors that affect customer participation value co-creation. These variables will influence the experience value by influencing customer value co-creation behavior and finally impacting customer loyalty. Moise et al. ^[17] pointed out that customer participation in value co-creation, perceived risk, unique needs, control desire, and organizational support as motivation variables will affect customer participation in value co-creation behavior. Finally, customers can gain unique consumption experiences or value perception in value co-creation, and enterprises can gain brand loyalty.

Based on the studies of the above scholars, the internal mechanism of consumer value co-creation conforms to the “motivation-process-result” model. Among them, customer participation in value co-creation varies according to different research fields, and the motivation will impact customer participation in value co-creation (customer participation behavior). Experiential value or perceived value can be either a process variable or a result variable of customer participation in value co-creation, but it is always produced by value co-creation. Customer and brand loyalty are the direct result variables of consumer value co-creation.

3. Customer Participation Behavior

Existing research on consumer value co-creation primarily focuses on the level of customer participation behavior. Dai and Gu ^[18] define the connotation of customer participation from different research fields: Consumer participation refers to the specific behavior in which customers help create value in participating in products and services based on the traditional consumption field. Based on virtual community, customer participation behavior is a dynamic behavior of forwarding, sharing, and leaving comments. However, both emphasize the initiative of consumers or users in the process of participation. Growth ^[19] believes that customer participation is customers' behavior in service production and delivery, also called customer cooperative production behavior. Bove ^[20] states that customer participation behavior is a necessary consumer value co-creation behavior, and enterprises expect this behavior. Based on the above analysis, the connotation of customer participation behavior is defined as the behavior that consumers must take to successfully realize value creation in producing and delivering products or services.

Scholars have studied the constitutive dimensions of customer participation behavior. Ennew and Binks ^[21] proposed that customer participation is essentially the behavior and process of customer participation in value creation, mainly including three dimensions: information sharing, responsible behavior, and interpersonal interaction. Yi and Gong ^[22] believed that information sharing should be based on information search and thus divided into four dimensions of consumer participation behavior: information search, information sharing, responsible behavior, and interpersonal interaction. Bu Qingjuan et al. ^[23] divided customer participation behaviors in virtual communities into help-seeking, interpersonal interaction, feedback, and advocacy. Wu and Chen ^[24] divided customer participation behavior into three dimensions: information sharing, cooperation, and joint decision making according to the degree and process of customer participation. Participation behavior in consumer value co-creation behavior focuses on the interaction behavior between consumers and enterprises. Therefore, these contents chooses responsibility behavior and interpersonal interaction as the dimensions of customer participation behavior. In addition, the willingness of consumers to participate in value co-creation is the prerequisite for the occurrence of participation behavior, and it is influenced by the information provided by brands to consumers. Therefore, information search and information sharing are also considered the dimensions of customer participation behavior.

4. Experiential Value Perception

Experiential value perception is a new concept that combines customer value perception, experiential value theory, and customer consumption behavior. The experience value perception comes from value co-creation and interaction between customers and brands [25]. Consumers' perceived experience value refers to consumers' perceived preference and evaluation of branded clothes and products [26]. The experience value is the cognition and evaluation of customers on enterprise services and advertisements based on their perception [27], which tends to be a psychological feeling formed by the interaction of experience and feeling on many vital points. Experience value perception is consumers' comprehensive feeling and evaluation of many experience elements in value creation or other activities.

Scholars in different research fields have different classifications of perceived dimensions of experiential value. Kim and Oh [28] point out that the corresponding dimensions of experiential value perception are functionality, emotion, and social and experiential value perception in social networks. For mobile data services, experience value perception is divided into practicality and hedonic experience value perception. Huang [29] believes that customers' experience value perception includes functional experience value perception and emotional experience value perception in the social field of the mobile short video. These contents holds that the experiential value perception under consumer value co-creation manifests as practical, functional, and social experiential value perception. The connotation of emotional experience value perception can be defined as an inner feeling generated by consumers' processing and analysis of perceived information through thinking activities such as association based on their own experience and experience. Specifically, it refers to the value of feelings such as "fun" and "relaxation" obtained in the process. Functional experience value perception refers to consumers' perception of functional utility, shown by the brand's inherent attributes and primary performance. Social experience value refers to the customer's perception of the brand image value or symbolic value during the experience, such as the brand's social status, social reputation, and other content.

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