

Examining the relationship between co-creation and brand equity in the context of services brands

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Abstract

Research is increasingly recognizing that by embracing co-creation, brands can achieve a multitude of organizational advantages, including customer loyalty and brand competitiveness. However, empirical insights into the relationship between co-creation and brand equity are still very scant. This is surprising because the literature acknowledges that co-creation is an emerging innovation practice, and any innovation practice should aim at boosting brand equity. Thus, this paper aims to empirically examine the influence of co-creation on brand equity, considering relevant mediating and moderating variables. Based on data collected through an online panel of 1101 customers, the hypothesized model is tested using structural equation modelling. The results show that co-creation positively influences brand equity, both directly and indirectly through recognition benefits. Alternative brand attractiveness positively moderates the effect of co-creation on recognition benefits.

Keywords: *Co-creation; Brand equity; Recognition benefits*

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