

Promoting circularity through co-creation of value among brands and customers – A case study within the sports fashion industry

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Abstract

While research on circularity is still at an early stage, its relevance for retail firms is indisputable. This study examines how brands can promote circularity through co-creation of value with their customers. We deploy a single case study approach using Puma as our research object. Conducting semi-structured interviews with sixteen Puma employees, we find that value co-creation in the context of circularity requires brands to consider four key aspects. First, brands must think about ways to effectively inform and educate customers on circularity. Second, brands need to involve customers closely in the process of circularity and listen to their feedback. Third, brands have to motivate customers to engage in the co-creation process using appropriate incentive structures. Fourth, to promote circularity brands must build strong relationships with suppliers, retail accounts and other partners. Hence, this study contributes new insights to literature by examining value co-creation in the circular economy. It enhances the repertoire of managers by helping them to understand better what to consider when designing a circular business model.

Subject Areas: *Retailing, Service Marketing*

Track: Social Responsibility & Ethics