

Achieving more creative performance in co-creation from consumers
through verbal physical Personification: Examination of the role of
transportation and mental imagery ability

ADNAN MENDARES

Univ. Grenoble Alpes, Grenoble INP, CERAG, 38000 Grenoble France

Marie-Laure Gavard-Perret

Université Grenoble Alpes

ELINE JONGMANS

Univ. Grenoble Alpes, Grenoble INP, CERAG, Grenoble, France

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Abstract

Co-creation with consumers provides companies with competitive edges in the market, including in advertising, with many successful campaigns. This study explores the impact of two types of VEP (physical vs. mental) on the consumers' creative performance in co-creation considering individual differences in mental imagery ability and the mediating role of mental transportation. The study shows that physical (vs. mental) personification directly affects creativity performance suggesting that physical VEP can trigger more creativity. Moreover, we show that individuals with high (vs. low) mental imagery ability provide more (vs. less) creative ideas when presented with physical personification without the mediation of mental transportation. This research provides insight for managers regarding the benefits of physical personification in stimulating consumers' creativity in co-creation and the selection of consumers considering individual differences in mental imagery ability for maximum effectiveness in the creativity campaign.

Keywords: *Personification, co-creation, consumers' creative performance.*

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