

Research on the impact of value co-creation on brand attachment and response

Yajun Zhou^{1,2}

1. Nanchang Institute of Technology, Nanchang 330044, China.

2. Philippine Christian University Center for International Education, Manila 1004, Philippines.

Abstract: In the environment of increasing material level, consumers' brand awareness is increasing and companies are paying more and more attention to brand development. In order to enhance customer attachment to brands in an environment of brand homogenization and fierce brand competition, it is necessary to start from the perspective of value co-creation, to clarify the positive impact of value co-creation on brand attachment, to explore new ideas and methods of value co-creation in terms of establishing community platforms, strengthening interaction between enterprises and customers, and improving customer brand experience, and to guide customers to actively participate in value co-creation to enhance brand attachment. The company has also explored new ideas and methods of value co-creation in terms of establishing community platforms, strengthening interaction between companies and customers, and enhancing customers' brand experience.

Keywords: Value Co-creation; Brand Attachment; Impacts and Responses

Introduction

The core of value co-creation is the interaction and creation of value between enterprises and customers, and value co-creation is the main means to improve the distance between enterprises and customers, which is conducive to enhancing customers' attachment to the brand. In the current information age, social platforms have gradually become the main way of value co-creation. In order to promote sustainable brand development, enterprises need to realize value co-creation through social platforms, promote the interaction and cooperation between enterprises and customers, enhance customers' experience of the brand, develop brand products that meet customers' needs, and then prompt customers to form brand attachment.

1. The impact of value co-creation on brand attachment

1.1 Positive impact of company-initiated value co-creation on brand attachment

The value co-creation activities initiated by enterprises will promote brand information, usually through various channels and ways, such as graphics, videos, audio, offline experience activities, etc., so that customers can learn about the brand information through various ways, bringing sensory stimulation to customers, making customers impressed with the brand, familiar with the brand content, and then prompting customers to form a sense of attachment to the brand. At the same time, in the value co-creation activities initiated by enterprises, customers are guided to participate in the activities, and in the process of their experience, they will have a sensory experience and form a good sensory impression of the brand. In this regard, the value co-creation initiated by enterprises has a positive impact on brand attachment, and enterprises need to focus on stimulating customers' attachment and stickiness to the brand from the perspective of value co-creation to enhance the brand effect.

1.2 Positive influence of customer participation in value co-creation on brand attachment

In the era of experience economy, customers' participation in value co-creation can lead to a more intuitive, comprehensive and realistic understanding of the company's brand knowledge, image and connotation. On the one hand, customers' participation in value co-creation can promote good interaction between customers and enterprises and other customers, and promote customers' comprehensive understanding of the brands they participate in value co-creation, which not only enriches customers' brand experience, but also enables customers to obtain good brand experience, and enables customers to form a certain degree of attachment to the brand and enhance customers' loyalty and stickiness to the brand. On the other hand, customers can use their own resources and knowledge to create brand value and get personalized brand experience, which can help stimulate customers' love for the brand and have a positive impact on brand attachment. In this regard, companies need to ensure the quality of their products and services and pay attention to the positive impact of customer participation in value co-creation on brand attachment, and need to strengthen interaction with customers to meet their needs and improve their attachment to the brand ^[1].

1.3 The promotion role of brand experience on brand attachment

Good brand experience will bring good reputation to the brand and help increase customers' attachment to the brand. On the one hand, the various brand experience activities provided by brand companies for customers can attract customers to participate in brand experience actively, which is conducive to establishing a close connection between customers and brands, obtaining emotional value from brand experience and enhancing customers' attachment and loyalty to brands. At the same time, the sensory experience of the brand can bring visual, tactile, auditory and olfactory stimulation to customers, deepen their impression of the brand, motivate them to explore the brand culture and understand the brand products, provide them with rich brand experience, obtain good emotional value from the brand experience, and enhance their attachment to the brand. On the other hand, Companies can guide customers to participate in the brand thinking experience and further understand the brand through thinking, which is conducive to improving customer satisfaction with the brand and thus enhancing the attachment to the brand ^[2].

2. Value co-creation response to brand attachment

2.1 Establish social platform to increase brand promotion

Companies need to fully recognize the positive impact of value co-creation on brand attachment and provide a good platform for value co-creation. In this regard, it is necessary to establish a social platform for enterprises and customers, so that customers can actively participate in value co-creation activities, increase brand publicity, and encourage customers to form attachment to the brand.

On the one hand, establish a virtual brand community platform to strengthen brand promotion. Companies need to establish virtual brand community platforms according to their own brand characteristics, provide platform privileges for customers who buy brand products, and stimulate community platform members to actively participate in value co-creation activities through points and medals, so as to stimulate other customers to imitate consumption and enhance the activities of virtual brand community platforms. At the same time, the virtual brand community platform is geared toward strengthening brand promotion among the general community members. We introduce the brand's various products and send out pre-sale information about new products to keep members informed of brand trends. And in the community platform, we can learn customers' requirements and suggestions for product quality and service, so as to improve the quality and service level of brand products ^[3].

On the other hand, establish community operation department or official external information platform. Enterprises need to establish community operation departments or official accounts of their own brands through platforms such as WeChat, microblogs and short videos, regularly send or share content related to brand products, set up exchange comment areas, understand customers' opinions and views on brands, screen these suggestions, obtain valuable information and produce brand products that make customers more satisfied according to their actual needs. At the same time, in the community operation department and the official external information platform, regularly organize activities such as points rewards or quiz contest to stimulate the enthusiasm of customer participation, which is conducive to expanding the breadth and depth of brand product publicity and further understanding of the brand

by customers.

2.2 Promote interaction between enterprises and customers to strengthen brand management

Brand enterprises need to strengthen interaction with customers, understand customers' views and suggestions on brand products through interactive communication, understand customers' consumption needs, and then provide customers with seamless brand product demands.

On the one hand, strengthen the interaction and communication between enterprises and customers through community platforms. Enterprises need to strengthen the maintenance of interactive relationships with customers, regularly organize a variety of brand experience activities to strengthen communication and interaction with customers, mobilize customers to participate in brand design and the enthusiasm to express their suggestions, which is conducive to enterprises to improve the quality of brand products and services, and develop more new products or new product features to meet customer needs.

On the other hand, enterprises guide customers to participate in value co-creation, and both sides strengthen cooperation to enhance brand management. Companies need to use community platforms or various brand experience activities to make customers actively participate in value co-creation, so that customers pay more attention to the brand and have a stronger sense of attachment to the brand products. In addition, customers will recommend the brand products to their neighboring groups or continue to buy them again and again after having a pleasant experience with them, which is conducive to enhancing brand awareness and reputation^[4].

2.3 Enhancing customer brand experience and brand attachment

In the current brand market environment where product homogenization and popularization are becoming more and more obvious, if brand companies want to enhance customer attachment and loyalty to the brand, they need to start from brand experience, continuously enhance customers' experience of the brand, and then obtain brand information from thinking, behavior, emotion and sensory experience, deepen customers' impression of the brand, promote the formation of good emotional resonance between customers and brand products, and enhance Customers' attachment to the brand. On the one hand, enterprises need to create a good experience environment for customers. Enterprises can use big data technology to collect information about customers' needs and preferences for brand products, grasp brand market rules, and provide customers with personalized brand experience. On the other hand, carry out diversified brand experience activities to increase customers' sense of brand experience. First, in the design of brand products, we can provide design creativity collection activities, guide customers to participate in value co-creation activities, express their views and opinions on brand design, and collect customers' creative design works, and apply creative elements in the design of brand products.

Conclusion

In conclusion, enterprises need to clarify the positive impact of value co-creation on brand attachment, and make use of various brand experience activities and value co-creation activities to encourage customers to actively participate in brand experience, gain in-depth knowledge and understanding of the brand, and then obtain a positive and pleasant brand experience, so that customers can form a continuous brand attachment.

References

- [1] Zhang Y. Research on the influence of value co-creation on brand attachment in the new era [J]. Guangxi Quality Supervision Herald, 2021(2):121-122.
- [2] Zhang Y. Research on the impact of value co-creation of virtual brand communities on brand attachment[D]. Guilin University of Technology, 2019.
- [3] Huo WT Research on the impact of customer participation in brand co-creation on brand attachment in virtual brand communities[D]. Henan University of Technology, 2019.
- [4] Li XY. The impact of customer participation in value co-creation on brand trust in virtual brand communities[J]. Chinese and foreign corporate culture, 2020(10):2.