

A Study of Intention Factor on Consumer Co-creating Intention

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ABSTRACT

In recent years, the role of customer changed for the industries. It turns from passive to initiative. Customer's initiative participation causes the value structure system changed for to take the customer co-creating as the center strategy. For the industry, customer co-creating is the origin of new value. However, regarding the customer, the co-creating is one kind of extra cost and burdens. The industry has to provide certain factors to motivate the customer co-creating, and then the intention of customer co-creating will increase. The study adopted focus group interview to extract the factor that could motivate the customer co-creates, and then studied the relationship between the incentive factor and customer co-creating by correlation and regression. After focus group interview and statistical analysis, it was found: 1、 There were seven items of incentive factors extracted from focus group interview, including " the industry ' attitude " " the industry ' s response " " the friendship with industry " " the discount " " the gift " " the convenient co-creating intervention " " the diversifying communication channel " . 2、 There are three out of seven items of incentive factor motivating the customer co-creating effective, including " the industry ' s attitude " " the convenient co-creating intervention " " the diversifying communication channel " .

Keywords : Co-creating ; Customer Participation ; Incentive Factor

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