

Co-management of brand identity and customer experiences

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Abstract

The traditional goods-dominant logic of marketing is under challenge and leading researchers are now emphasizing the new service-dominant logic. Evolving to a new dominant logic for marketing. One of the key foundational propositions of this logic is the customer as “always being a co-creator of value” where “the brand becomes the experience. The co-management of value. In this paper, we examine the concept of brand relationship experience in the context of co-creation and service-dominant logic and outline a conceptual model for designing and managing the customer experience. Case study research illustrates how this model helps in the design and management of the brand relationship experience for an innovative new product.

Keywords: Co-management, Brand management, Customer experiences, Brand identity

1. Introduction

Brands creation occurs primarily through various forms of communication, which can include any strategy or technique that transfers meaning from one person to another or from a product to a customer. Early conceptualizations of successful brand management revolve around operationalizing a selected brand meaning and reinforcing that meaning over time. This opinion from the belief that a consumer's learning process is facilitated when all communications surrounding a brand, regardless of source, deliver a clear and consistent message of a brand's identity and meaning. Successful brands are those where consumers' perceptions of a brand are identical to a firm's and both are identical to the customer's original specification. From this perspective, brand management is the process of creating, coordinating and monitoring interactions between an organization and its customers, such consistency exists between the organization's vision and customers' beliefs about a brand.

2. Customer experiences

For a decade or more, researchers have called for a paradigm shift in design management. An increasing amount of research is emerging, focusing attention on the customer perspective from goods. A service-dominant logic of exchange is likely to be more integrative than a goods-dominant logic. Central to this perspective is their foundational proposition relating to co-creation that involves customer's active involvement and interaction with their supplier in every aspect, from product design to product consumption. The customer shifts from being a passive audience to an active player. Researcher proposes that value creation is embedded in personalized experiences: “... early experimenters are moving away from the old industry model that sees value as created from products and services to a new model where value is created by experiences”.[1] This research concurs with earlier work on experiential marketing which emphasizes emotions, contexts and symbolic aspects of experiences. Later work suggests that creating value is not so much about conventional advertising and branding, but focuses on building processes to support the customer experience.

A projective method is used, which exposes people to different stimuli they are asked to describe. This method is effective in encouraging subjects to project hidden opinions, attitudes, or feelings about an object or situation. Projective methods are appropriate when direct methods cannot acquire the required information precisely or researchers need a better understanding of the phenomenon. Consumers may experience difficulty acknowledging or confessing their feeling relationship with a brand, and projective methods that avoid the use of like but offer possibilities to express this feeling do not prejudice subjects' answers. In addition, because this study is designed as exploratory, a projective method should be effective in helping conceptualize the concept of love for a brand.

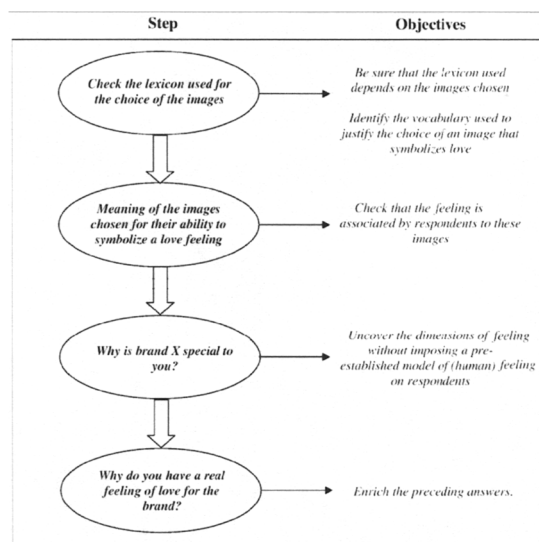


Figure 1. Methodology

3. The relationship of brand management and user experience

The breakthrough at innovation is usually the effective re-composition of a series of idea. Therefore, focusing and designing on the customer experience is the most important in the break of the brand improvement. The emotion for the brand in general, sets up from seeing a good or service, then purchasing , pulling out the package , until first using . It will intensify gradually in the life cycle and the treatment after using of the product. That should be affection of a successful brand ,which could make e the customer feel cheerful when touch the product .

From the 1980s, newer perspectives such as relationship marketing, quality management, market orientation, services marketing and brand relationships have challenged the dominant logic of marketing. These newer frames of reference have also identified limitations in the traditional goods-dominant logic. A common theme in this body of work is that the dominant logic of marketing is shifting from the exchange of tangible goods to the exchange of intangibles such as skills, knowledge and processes.

Brands are omnipresent in the everyday life of consumers. Recent research focus on understanding and explaining the type of relationships consumers with brand. Constructs and measures of brand sensitivity, brand attachment, brand commitment, brand trust, and brand loyalty, for example, distinguish among various consumer–brand relationship concepts and segment consumers into groups on the basis of the intensity of those relationships. Based on the relational paradigm and the notion that consumers may attribute human characteristics to brands. The academic community

observes any potential encounter with a brand, irrespective of whether or not the encounter is supplier initiated, “has the opportunity to change the mental representation of the brand and the kinds of information that can appear in the customer memory”. [2]

4. Co-management of brand identity and customer experiences

So, how to get the co-management of brand identity and customer experiences?

From a goods-dominant logic perspective, suppliers produce products and customers buy them. With a service-dominant logic, customers engage in dialogue and interaction with their suppliers during product design, production, delivery and consumption. Researchers now often use the term co-management (or co-production) to describe this customer–supplier dialogue and interaction. Service-dominant logic suggests that brand identity starts with the supplier understanding customer value-creating processes and learning how to support customers' c activities and request.

Thus, co-management of brand identity and customer experience is a key foundational proposition.

These developments provide an opportunity to look at branding and brand identity through the lens of co-management and customer experiences. The brand becomes the experience, contemporary experiential definition of a brand is especially relevant: “A brand can be regarded as a cluster of functional and emotional values, which promises a unique and welcome experience [emphasis added]”. [3] This article explores the nature of the brand as a relationship experience (the brand relationship experience).

5. Model of co-management

The research reported here is part of an investigation into co-management, involving the development of a conceptual model for co-management purposes that we extend to encompass contemporary thinking on branding. The importance is widely acknowledged in both the literature on marketing strategy and customer management and on service-dominant logic and co-management. These processes include procedures, tasks, activities, mechanisms, and interactions that collectively support the co-creation of value. [4] This focus on processes is a key feature of the model. The academic literature, earlier research and later field-based work confirmed the need for a practical process-based cocreation model.

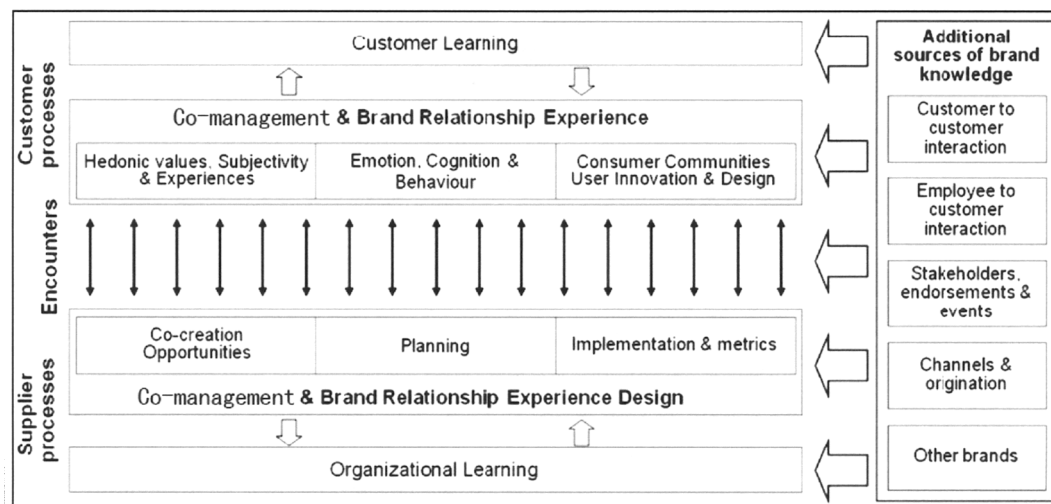


Figure 2. A model for co-creating the brand relationship experience.

The customer's processes represent a series of activities through which the customer aims to achieve a particular purpose. These activities collectively contribute to the brand relationship experience. Fig. 2 shows the key components of the customer value co-creating processes.

6. Conclusion

Nowadays, despite the substantial quantity of research on both branding and customer experiences issues, this topic remains a fragmented and contextual concept. Further, researchers in the brand management domain place surprisingly little emphasis on brand relationships, customer experience and co-management. In the context of service-dominant logic, researchers observe that branding and brand equity "seem ripe for revision". Leading researchers Keller and Lehmann (2006) recently reviewed research and future priorities in branding. They highlighted brand relationships and customer

experience as two key areas requiring further development.

Some research is now starting to emphasize the building of co-management of both brand identity and relationships around customers rather than company requirements, and such work is moving brand researchers in the direction of a co-management approach to the brand.

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