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PAPER PRESENTATION

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Non-participants and brands' communication of co-creational efforts: a matter of trust.

Workshop: Consumer behavior issues

Type of paper: Empirical

Abstract:

Today, more and more firms develop customer empowerment strategies (CES) in order to empower their customers in generation or selection of ideas for new products developments. Communicating that new products are user-driven has then proven to have positive impacts on brand evaluations (Fuchs and Schreier 2011) of the bigger group of non-participating consumers, constituting the brand audience. Yet, marketers must know that communicating their co-creational efforts is not always that positive. There might be only one step for the audience to interpret the message as another brand marketing means aiming at improving, overly and unduly, perceived customer orientation.

With this research, we examine effectiveness conditions of CES-communication to the non-participants. More specifically, we highlight reasons for non-participants to be sceptical. We here suggest that brand trust is a central concept after exposure to CES-communication, especially in the current context of greater suspicion toward brands. First, we empirically show the importance for non-participants to publicly see the brand feedback on participant' submitted ideas and to be transparent in the process, which is counterintuitive. Second, our study enhances understanding of how trust influences non-participants' brand relationship.