



A Luxury Consumption Perspective on Motivations for Brand Value Co-creation in Emerging Markets

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Abstract

Purpose – Whereas research on brand value co-creation is being conducted from a number of different perspectives, the psycho-social mechanisms that motivate consumers towards brand value co-creation has room for theory development. The purpose of this paper is to contribute to the literature on brand value co-creation in luxury consumption by analyzing the role of a number of psychological constructs that impact consumers' proclivity towards brand value co-creation.

Design/methodology/approach – The data for this study was collected through a large-scale questionnaire-based design and was evaluated using a multivariate statistical analysis technique.

Findings – The results show that need for autonomy, need for belonging, and need for uniqueness mediate the relation between consumers' self-concept and proclivity towards brand value co-creation. The findings indicate that luxury brand managers need to develop a critical mix of co-creational strategies in a way in which the brand harmoniously satisfies a need for relational identity co-creation whilst also providing varied heterogenous interactions.

Originality/value – This research has been conducted in an emerging market of Asia, thus providing insights into what motivates co-creation in an under-researched but lucrative market segment. The Socio-Economic Class A of emergent countries have an inelastic purchasing power

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3 and disposable income to consume luxury brands. Only by understanding the underlying
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5 purchase motivations of these consumers can brand managers effectively benefit from their co-
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7 creation endeavours.
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12 **Keywords** Brand value co-creation, Luxury consumption, Need for belonging, Need for
13 autonomy, Need for uniqueness, Emergent markets
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1. Introduction

6 Expansion in emerging markets led the global luxury brand value to exceed USD1.2 trillion in
7 2017 and it is estimated to have more than 500 million consumers by 2030 (Sharma *et al.*, 2020).

10 Digital media play a crucial role in shaping the demand for luxury brands with 80% of this
11 market currently benefiting from digital technology and 25% of total luxury brand transactions
12 forecasted to be on Web 2.0 by 2025 (D'Arpizio *et al.*, 2017). The use of the internet propels
13 consumers and brands to share information, interact, create meaningful dialogues, and build
14 long-lasting relationships (Verhagen *et al.*, 2015).

19 Prior research conceptualized value as a construct that defines benefits derived from a product's
20 tangible attributes (Chapman and Dilimperi, 2022). However, now literature recognizes that
21 consumers play a pivotal role in generating value from a good or service (Chapman and
22 Dilimperi, 2022). Value co-creation has been articulated to be a phenomenon in which the
23 consumers take a participatory role to create value by interacting with the brand (Payne *et al.*,
24 2009). As per this logic, the value from the purchase of a good does not result from the
25 consumption itself, but rather emerges from consumers' discernment of the experience that they
26 have received from the consumption of the product (Plé and Chumpitaz C'aceres, 2010).

29 Vargo and Lusch (2004) explain this with the service-dominant logic which highlights that
30 customers no longer want to settle with the brand's offerings but desire to engage with the brand
31 in creative ways (Payne *et al.*, 2009; Merz *et al.*, 2018). Thus, brand value co-creation is a
32 proactive process with a central tenet on relationship formation and interaction between the firm
33 and its stakeholders for synergetic benefits shared by all participants (Chapman and Dilimperi,
34 2022; Sarasvuo *et al.*, 2022).

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3 Brand value co-creation illustrates the changing environment of consumer–brand interactions
4 and redefines the process of value creation. It originates from the experiences between the
5 customer and the brand (Sarasvuo *et al.*, 2022). These experiences are embedded in the brand–
6 customer interaction which is an amalgamation of operand and operant resources (Vargo and
7 Lusch, 2004). Operand resources are tangible in nature because an action can be performed on
8 them (e.g., consumers using products or physical spaces). Operant resources are intangible
9 resources that are important as they can be applied to operand resources to create value; for
10 instance, cultural schemas or knowledge (Anker *et al.*, 2015; Koivisto and Mattila, 2020). As per
11 this service-dominant logic, the value of a commodity does not exist for what the good or service
12 stands for but, rather, follows from how the customer perceives the experiences enabled by a
13 particular commodity (Harris *et al.*, 2010).
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15 A luxury brand connotes with novel value, high quality, prestige, and premium price (Bhaduri
16 and Stanforth, 2016). In order to be successful and stay relevant, luxury brands need to
17 constantly innovate and present consumers with new opportunities to co-create value (Tynan *et*
18 *al.*, 2010). This is because these consumers are purchasing expensive products against which
19 they desire to benefit from maximum gains (Chapman and Dilimperi, 2022). Accordingly, the
20 cornerstone for luxury brand management is to provide authentic and personalised experiences
21 that enable brand value co-creation (Koivisto and Mattila, 2020). Brand value co-creation in
22 luxury consumption comprises promotional events that include art marketing (e.g., Chanel's Karl
23 Lagerfeld curating a photo exhibition in Seoul) (Choi *et al.*, 2016), brand pop-up stores (e.g.,
24 luxury car stores for hedonic value) (Klein *et al.*, 2016), and collaboration with artists (e.g.,
25 Louis Vuitton joining forces with Japanese artist, Murakami Takashi, for a special edition
26 collection) (Choi *et al.*, 2016). These unique encounters empower consumers to co-create
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3 experiences by taking advantage of brand-controlled operand resources (e.g., art, music, spatial
4 elements) together with their personal operant resources (e.g., brand knowledge, creativity
5 inclination) (Chapman and Dilimperi, 2022; Koivisto and Mattila, 2020).
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10 Prior literature has analysed co-creation in luxury consumption for retail (Choi *et al.*, 2016),
11 hospitality (Chathoth *et al.*, 2020; Harkison, 2018), and social media (Koivisto and Mattila,
12 2020; Pentina *et al.*, 2018). Harkinson (2018) notes that consumer-brand interaction is integral
13 for the success of a brand as consumers play a pivotal role to create brand meaning and
14 according to Pentina *et al.* (2018), brand meaning in luxury consumption is developed through
15 active conversation with consumers. However, whereas noteworthy literature on brand value co-
16 creation has emerged, scholars have paid limited attention towards developing an understanding
17 of consumers' motivation for brand value co-creation in luxury consumption (Nohutlu *et al.*,
18 2023). To understand potential consumer behaviour in brand value co-creation, it is imperative to
19 understand the determinants of behaviour (Myszkowski and Storme, 2012). Self-concept,
20 personality traits, and motivations have been identified as important determinants of behaviour
21 (Kastanakis and Balabanis, 2012; Shaikh *et al.*, 2017). Thus, an understanding of these
22 antecedents is critical for optimising brand management strategies (Myszkowski and Storme,
23 2012). Specifically, this will create a long-term relationship with the consumers to support brand
24 loyalty. Thus, this research significantly contributes towards the brand value co-creation in
25 luxury consumption literature. It provides a novel framework to evaluate the intrinsic
26 motivations of consumers to engage in brand value co-creation which adds to prior literature
27 which has focused on other facets of this phenomenon.
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Literature notes that due to Web 2.0, consumers from emerging economies are gaining
knowledge on luxury brands at a steeper rate in comparison to consumers from developed

1 economies (Schroeder *et al.*, 2014). Due to this brand literacy, consumers' capability for brand
2 value co-creation increases as now consumers from emerging economies have a better
3 understanding of the connotations and meanings associated with different luxury brands
4 (Stiehler, 2016). Further, there has been an increase in the income of the mass population of
5 emerging economies which has led to a high demand for consumer goods coming from this
6 market segment (Stiehler, 2016). These consumers are characterized by a need for status
7 elevation and take inspiration from the lifestyle of consumers from developed economies which
8 comprises ownership of conspicuous and high-quality products (Kapferer, 2012; Üstüner and
9 Holt, 2010). Thus, these consumers are an invaluable customer base for luxury brands that seek
10 to expand their sales revenue (Stiehler, 2016).

11 Although it has been identified that consumers from emerging markets have an affinity for
12 international luxury brands due to elements of conspicuousness and prestige value attached to
13 them (Shaikh *et al.*, 2017), there is scant information on the psycho-social mechanisms that
14 propel these consumers to engage in brand value co-creation (Stiehler, 2016). Such an
15 understanding is pertinent to explore what leads to brand value co-creation in an under-
16 researched but lucrative market segment. Thus, the present research analyses the psychological
17 drivers of brand value co-creation in luxury consumption, and specifically, for consumers of an
18 emerging market that hold the purchasing power for luxury consumption.

19 Whereas there is a decline in the demand for luxury goods in the West, consumption of luxury
20 commodities is growing in the emergent economies of Asia, Latin America, and the Middle East
21 (Biondi, 2020; Quach and Thaichon, 2017) which are largely collectivistic societies (Biondi,
22 2020; Hofstede, 2001). This opening of new market segments across different socio-economic
23 strata provides new opportunities for luxury brand managers (Biondi, 2020). To cater to the
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3 needs of individuals with high income in emerging markets, western brands are now expanding
4 their efforts to connect with these consumers. One such country, Pakistan, has been chosen for
5 this study to analyse consumers' proclivity towards brand value co-creation of luxuries where the
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7 Socio-Economic Class A of Pakistan actively seeks to participate in global luxury consumption
8 (Burki, 2011). According to the World Bank, the national income of Pakistan is divided into five
9 quintiles in which the population in the quintile with the highest income owns over 42% of the
10 country's resources. Furthermore, the top 2% of the population earns in a day what an individual
11 in the lowest quintile will earn in a year. This huge disparity in income levels leaves the rich with
12 numerous resources and an inelastic income for the acquisition of luxury goods (Burki, 2011).
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14 Thus, the rich and elite in emergent economies like Pakistan have the respective purchasing
15 power to indulge in luxuries (Gil *et al.*, 2012; Shaikh *et al.*, 2017).
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17 The present study provides a fresh perspective on brand value co-creation by testing a theoretical
18 model on the psycho-social motivations that lead to proclivity towards luxury brand value co-
19 creation in an emerging market. This research augments the understanding of brand value co-
20 creation and builds on prior research that has focused on specific aspects of brand value co-
21 creation.
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40 2. Theoretical background

41 2.1. Brand Value Co-creation

42 In the past two decades, digital communication has boosted interactions between customers and
43 brands, which has led to a focus on experiential innovation and co-creation of brand value
44 (Sarasvuo *et al.*, 2022). The current trends have evolved towards including the customer in
45 planning and executing what the brand has to offer; that is, the role of the customers has
46 undergone an evolution from being recipients of a good or service to being co-creators in the
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3 value creation process (Ramaswamy and Ozcan, 2016; Sarasvuo *et al.*, 2022). Brand managers,
4 therefore, seek to create value with the view that co-creation allows for building the brand
5 together with its customers (Payne *et al.*, 2009).
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9 Brand value co-creation serves as a pivotal vehicle that builds and drives successful brand–
10 customer relationship as it bolsters consumer satisfaction and brand loyalty (Chapman and
11 Dilimperi, 2022; Hsieh and Chang, 2016). This phenomenon integrates a participatory process in
12 which firms and customers jointly create meaning and value (Ind and Coates, 2013). Thus, brand
13 value co-creation not only includes involvement of the customers; rather, it extends to provide
14 enriching experiences characterised by consistent interpersonal interaction with the brand
15 (Koivisto and Mattila, 2020; Sarasvuo *et al.*, 2022). Building on this knowledge, the present
16 research seeks to extend the literature on proclivity towards brand value co-creation in a luxury
17 consumption context.
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20 In order to integrate co-creational strategies in emerging markets, brand managers of luxury
21 goods can benefit from an understanding of the thoughts, perceptions, and behavioural
22 tendencies of this market (Chapman and Dilimperi, 2022; Voyer *et al.*, 2017). This understanding
23 can facilitate the creation of successful co-creational encounters through an analysis of the
24 operand resources which the brand should offer that can be combined with the operant resources
25 that the consumers possess. For this purpose, we analyse the role of the self-concept and how it
26 relates to three motivations identified in the literature that impact proclivity towards brand value
27 co-creation.
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30 2.2. *Self-concept*

31 The self-concept plays an instrumental role in determining an individual's cognitive,
32 behavioural, and motivational processes (Leary and Tangney, 2011; Markus and Kitayama,
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3 1991). Individuals may alter, preserve, enhance, or extend their self-concept—their perceptions
4 of themselves—through consumption of commodities (Claiborne and Sirgy, 2015). This
5 influence is of great significance when analysing consumer co-creation endeavours in luxury
6 consumption. Prior research indicates that intrinsically-oriented and extrinsically-oriented
7 consumption is impacted to a large extent by an individual's independent or interdependent self-
8 concept (Markus and Kitayama, 1991).

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10 According to Markus and Kitayama (1991), people belonging to individualistic cultures are more
11 likely to have a largely independent self-concept which is primarily motivated by self-related
12 goals. Such individuals view themselves in context of their unique traits that distinguish them
13 from others. Conversely, individuals in collectivistic societies are more likely to possess a
14 largely interdependent self-concept. These individuals are driven by interpersonal concerns via
15 responsiveness towards external stimuli, viewpoints, and behaviour of relevant others in the
16 current or aspirational social groups (Markus and Kitayama, 1991).

17 Both independent and interdependent self-concepts can and do co-exist within individuals (Reed,
18 2002). This means that, within a single society, people differ on the strength of the
19 interdependent and independent self-orientation (Singelis, 1994). Hence, this paradigm is
20 relevant to explain individual differences in motivations for brand value co-creation of people in
21 a collectivistic society.

22 The independent self-concept is, to a great extent, motivated by a need for autonomy and need
23 for uniqueness, while the interdependent self-concept is associated with the social function of
24 luxury consumption to fulfil a need to belong. The next section of this research analyses and
25 hypothesises the relationships of these three needs identified in the literature with proclivity
26 towards co-creation in a luxury consumption context.

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2.3. Need for Autonomy

Autonomy encapsulates behaviour characterised by free will, choice, and freedom (Ryan and Deci, 2006). Need for autonomy resonates with acts that are fully endorsed by the self and owned in their totality (Stone *et al.*, 2009). In the context of consumption, need for autonomy stems from a personal disposition to make independent choices for optimal brand value experiences (Palan *et al.*, 2010).

Presence of the need for autonomy will strengthen the proclivity of individuals with a largely independent self-concept to co-create in luxury consumption, as the independent self-concept of an individual centres on making individualised choices to achieve intrinsically motivated goals (Kagitcibasi, 1996; Ryan and Deci, 2006). On the other hand, individuals with a largely interdependent self-concept will be motivated by heteronomous variables; that is, from extrinsic factors—for example, susceptibility to normative influence or to participate in brand value co-creation in luxury consumption (Ryan and Deci, 2006).

Whereas, previously, consumers would passively accept brand offerings, brand value co-creation processes might significantly satisfy their need for autonomy (Chapman and Dilimperi, 2022; Quach and Thaichon, 2017; Sarasvuo *et al.*, 2022). Hence, need for autonomy seems to be a vital ingredient for successful brand value co-creation as those individuals who are willing to proactively participate in co-creational activities for a richer brand experience are likely to generate greater customer value through brand value co-creation. Based on this literature, need for autonomy should be satisfied by participative behaviour and, thus, attained by consumers' brand value co-creation. Figure I illustrates these relationships in the conceptual model. We hypothesise:

H1a: The independent self-concept associates positively with need for autonomy.

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3 H1b: The interdependent self-concept associates negatively with need for autonomy.
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6 H1c: Need for autonomy associates positively with consumers' proclivity towards brand value
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8 co-creation.
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10 H1d: Need for autonomy mediates the relationship between the independent self-concept and
11 consumers' proclivity towards brand value co-creation.
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14 H1e: Need for autonomy mediates the relationship between the interdependent self-concept and
15 consumers' proclivity towards brand value co-creation.
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18 *2.4. Need for Belonging*
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21 Need for belonging has been defined as individuals' desire to believe that they are in harmony
22 with and valued within the social group that they belong to (Baumeister and Leary, 1995). It
23 entails a need to satisfy reciprocal relationships, an acceptance by the reference group, a belief
24 that the reference group shares similar values and characteristics, and an understanding that the
25 relationship with the reference group is (temporally) stable (Baumeister and Leary, 1995). Prior
26 research conducted in collectivistic countries with emergent economies that include India,
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28 Azerbaijan, and Pakistan indicates that these values are widely present in individuals in
29 collectivistic societies that primarily hold an interdependent self-concept (Hofstede, 2001;
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31 Shaikh *et al.*, 2017).
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34 Behaviour characterised by interdependence and intimacy is largely manifested in the
35 consumption patterns of individuals high on the need for belonging (Arias and Otnes, 2017),
36 which may be of particular importance in the formation of brand community. With omnipresent
37 digital communities of social media users, digital marketing has begun to define enabling
38 environments for all brands, including luxury brands. These digital technologies play a crucial
39 role in providing platforms for consumers to embrace a need for belonging and to indulge in
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3 participative co-creation (Voyer *et al.*, 2017). A need for belonging which centres upon the
4 formation of social networks with a primary emphasis on social interactions will strengthen the
5 proclivity towards co-creation of individuals with a largely interdependent self-concept
6 (Easterbrook and Vignoles, 2013). This will not hold true for individuals with a dominant
7 independent self-concept where the presence of a need for belonging will negatively affect their
8 proclivity towards brand value co-creation. Thus, individuals with a dominant independent self-
9 concept participate in co-creational consumption to satisfy a need for self-determination in
10 comparison to a need for membership in current or aspirational social groups associated with a
11 need for belonging (Kozinets, 2002; Shaikh *et al.*, 2017).
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14 Therefore, developing associations with a brand, participating within a brand community, and
15 engaging with the brand in different ways will fulfil a need to belong, and fosters initiatives
16 towards brand value co-creation (Arias and Otnes, 2017). The relationships identified in the
17 literature can be seen in Figure I. We hypothesise that:
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20 H2a: The independent self-concept associates negatively with need for belonging.
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23 H2b: The interdependent self-concept associates positively with need for belonging.
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26 H2c: Need for belonging associates positively with consumers' proclivity towards brand value
27 co-creation.
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30 H2d: Need for belonging mediates the relationship between the independent self-concept and
31 consumers' proclivity towards brand value co-creation.
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34 H2e: Need for belonging mediates the relationship between the interdependent self-concept and
35 consumers' proclivity towards brand value co-creation.
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38 2.5. Need for Uniqueness 39 40

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3 Need for uniqueness is characterised by behaviour in which individuals purchase goods to signal
4 a differentiated self-image in a way that the distinct consumption patterns add to their self-
5 concept and highlight their deviation from social group norms by even risking social disapproval
6 (Tian *et al.*, 2001). Furthermore, need for uniqueness can be associated with halting or reducing
7 consumption of popular luxury goods when they become commonplace to highlight a
8 differentiated self-concept (Tian *et al.*, 2001).

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10 Traits of uniqueness are primarily observed in individuals with a dominant independent self-
11 concept; these individuals purchase brands that are original and offer unique experiences
12 (Kastanakis and Balabanis, 2012). Recent research finds that consumers purchase luxury goods
13 to satisfy their need for uniqueness as this allows them to explicate their unique traits and affinity
14 for exclusive products in social interactions (Mo and Wong, 2019). However, it should be noted
15 that whereas these consumers desire to signal their uniqueness through consumption (Mo and
16 Wong, 2019), research by Voyer *et al.* (2017) indicates that people rich in need for uniqueness
17 lack an inclination towards shared consumption practices (Stiehler, 2016). According to
18 Kastanakis and Balabanis (2012), people with a greater than average need for uniqueness do not
19 seek in-group membership with the consumers of a particular luxury commodity. Such
20 individuals are not likely to participate and invest large amounts of their time in digital
21 communities and other platforms where brand community members interact with each other for
22 brand value co-creation. Thus, although consumers rich in need for uniqueness want to signal the
23 exclusivity associated with their unique purchases, literature indicates that these consumers do
24 not want to engage in co-creation of brand value as this requires an active involvement of the
25 consumers with the brand (Voyer *et al.*, 2017). We hypothesise:
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28 H3a: The independent self-concept associates positively with need for uniqueness.
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3 H3b: The interdependent self-concept associates negatively with need for uniqueness.
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6 H3c: Need for uniqueness associates negatively with consumers' proclivity towards brand value
7 co-creation.
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10 H3d: Need for uniqueness mediates the relationship between the independent self-concept and
11 consumers' proclivity towards brand value co-creation.
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14 H3e: Need for uniqueness mediates the relationship between the interdependent self-concept and
15 consumers' proclivity towards brand value co-creation.
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26 **3. Method** 27

28 *3.1. Participants and Procedure* 29

30 The study was approved by the Psychology Ethics Committee of a University in the United
31 Kingdom. A purposive sampling technique was used to collect data from students studying in
32 two different private universities of Lahore, Pakistan. The tuition fees of these institutions
33 (ranging from \$3300 to \$6200 per annum) served as an indicator that these universities cater to
34 the most affluent people (Socio-Economic Class A) from the population of Pakistan. The Socio-
35 Economic Class A of 1.8 million people comprises the top 10% of the total population in terms
36 of the national income where they earn \$13.12 billion in a year (Burki, 2011).
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39 Online surveys presented by Qualtrics were shared with students by instructors of these two
40 institutions. Data were collected from a total of 525 adults. Twenty surveys were submitted
41 without any response and 17 surveys were incomplete, which led to a total of 488 usable surveys
42 for data analysis. Female respondents comprised 58.8% of the total sample, and 40.1% were
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3 male respondents, with 1.1% of the sample that preferred not to say. Age ranged between 18 and
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5 31 years ($M=21.41$ years, $SD=2.99$).
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8 It can be argued that a student sample may not adequately represent the general population;
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10 however, for the current study, students are an appropriate fit for data collection as these adults
11 are enrolled in expensive private universities, making it possible for them to purchase luxury
12 goods due to their purchasing power (Kim *et al.*, 2012). Also, it is important to note that students
13 are a homogenous sample, which facilitates the validation of theory (Calder *et al.*, 1981).
14
15 Furthermore, students form a demographic that is widely engaged with digital media, leading
16 them to be a market segment that is extensively exposed to brand value co-creation strategies
17 (Shaikh *et al.*, 2017).
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20 3.2. Measures 21 22

23 Previously validated scales were used for each of the constructs identified in the literature. For
24 every construct all the items were evaluated on a 7-point Likert-type scale by the participants.
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27 Need for autonomy was measured using the Basic Psychological Need Satisfaction and
28 Frustration Scale (BPNSNF) developed by Chen *et al.* (2015); need for belonging was evaluated
29 using the 10-item scale developed by Leary *et al.* (2013); and need for uniqueness was assessed
30 using the 12-item short-form scale developed by Ruvio *et al.* (2008) which has been adapted
31 from Tian *et al.*'s (2001) scale for consumers' need for uniqueness.
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34 The interdependent and independent self-concepts were tested using the scale developed by
35 D'Amico and Scrima (2016) which has been adapted from Singelis' (1994) scale of the self-
36 construals. Last, the Customer Co-creation Value scale developed by Merz *et al.* (2018) was used
37 to evaluate proclivity towards luxury brand value co-creation. Appendix A shows the complete
38 list of items. To answer the items on this scale, respondents were asked to choose a luxury brand
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of watch, car, or handbag of their choice. This ensured diversity in the brands and helped to avoid skewed responses under a single category of luxury goods.

4. Analysis and Results

Anderson and Gerbing (1988) offer a two-step approach to carry out Structural Equation Modelling that entails developing a measurement model to test the validity of the constructs followed by a structural model to evaluate the proposed hypothesis. We used this approach to test the psychometric properties of the constructs in the measurement model followed by an analysis of the hypothesised relationships of the underlying constructs in the structural model.

4.1. Measurement Model

The fitness statistics of the measurement model were adequate with $\chi^2/df = 2.30$, Goodness of Fit Index (GFI) = 0.923, Average Goodness of Fit Index (AGFI) = 0.931, Tucker-Lewis Index (TLI) = 0.936, and Root Mean Square Error of Approximation (RMSEA) = 0.048. Assessment of the internal reliability, composite reliability, and average variance extracted was carried out next which can be seen in Table I. The internal reliability (Cronbach's alpha) and composite reliability for the constructs was greater than the minimum level of 0.7 (Nunnally, 1994). In addition, average variance extracted was greater than 0.5 which demonstrated that there was convergent validity of the scales (Fornell and Larcker, 1981). The square root of average variance extracted for each construct was greater than the correlations between the constructs which confirmed the discriminant validity of the constructs (Fornell and Larcker, 1981).

Insert Table I here

4.2. Structural Model

The fitness statistics of the structural model were adequate with $\chi^2/df = 2.21$, Goodness of Fit Index (GFI) = 0.919, Average Goodness of Fit Index (AGFI) = 0.920, Tucker-Lewis Index (TLI) = 0.924, and Root Mean Square Error of Approximation (RMSEA) = 0.050. Figure II provides a summary of the results and Table II provides a summary of all the direct relationships hypothesised in the model. All the relationships hypothesised in the conceptual model were supported except the relationships between interdependent self-concept and need for autonomy and the interdependent self-concept and need for uniqueness which were both hypothesised to be negative but for which results showed a non-significant relationship and the relationship between need for uniqueness and proclivity towards brand value co-creation (which was hypothesised to be negative but for which results showed a strong positive association). An explanation for the positive relation between need for uniqueness and proclivity towards brand value co-creation is that individuals who possess need for uniqueness will co-create for diverse and heterogenous interactions with the brand and to elucidate their individualised self-concept (Holt, 2002; Kozinets, 2002). Furthermore, experimentation is one reason for co-creation (Pera *et al.*, 2016). As experimentation fulfils need for uniqueness, consumers motivated by a desire to experiment may be interested in brand value co-creation. This may serve as an opportunity for self-expression and creativity (Pera and Viglia, 2015).

47 Insert Table II here

54 Insert Figure II here

4.3. Indirect Mediated Effects

To test whether need for autonomy, need for belonging, and need for uniqueness mediated the relationship between the independent self-concept and proclivity towards brand value co-creation (H1d, H2d, H3d), and interdependent self-concept and proclivity towards brand value co-creation (H1e, H2e, H3e), the bootstrap method (Preacher and Hayes, 2008) was employed. The analysis was conducted on AMOS 26 using 5000 bootstrapping resamples with bias-corrected 95% confidence intervals to test the significance of the indirect effect of the mediators.

Along with all the indirect effects for the three respective mediators being significant, the direct effect of independent self-concept on proclivity towards brand value co-creation was also significant which showed that proclivity towards brand value co-creation was partially mediated by the need for autonomy, need for belonging, and need for uniqueness (see Table III).

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Need for autonomy partially mediates the relationship between independent self-concept and consumers' proclivity towards brand value co-creation, with an indirect effect of 0.046 ($p < 0.05$). This suggests that individuals with an independent self-concept are more likely to engage in brand value co-creation to fulfill their need to make free and autonomous choices. Contrary to this, need for belonging negatively mediates this relationship (-0.039, $p < 0.05$) which indicates that consumers with an independent self-concept tend to avoid fitting in behaviour that ultimately reduces their proclivity towards brand value co-creation. Lastly, need for uniqueness mediates the relation between independent self-concept and proclivity towards brand value co-

creation (0.078, $p < 0.05$) which implies that individuals with an independent self-concept participate in brand value co-creation to satisfy their desire for novel experiences. Need for uniqueness was the strongest mediator in the relationship between the independent self-concept and proclivity towards brand value co-creation which bolsters the literature identified in this study.

The results obtained for H1e, H2e, and H3e showed that need for autonomy, need for belonging, and need for uniqueness partially mediated the relationship between the interdependent self-concept and proclivity towards brand value co-creation (see Table IV). The relationship between interdependent self-concept and consumers' proclivity towards brand value co-creation is mediated by need for autonomy (0.010, $p < 0.10$). This effect is relatively weak compared to other mediators which suggests that while consumers with an interdependent self-concept may engage in brand value co-creation due to their need for autonomy, this is more strongly influenced by other mediators. Need for belonging has a stronger indirect effect as a mediator (0.041, $p < 0.05$), thus consumers with an interdependent self-concept are more likely to engage in brand value co-creation to satisfy their need for social connection, for example, being an integral part of current or aspirational social group. Finally, the impact of need for uniqueness in the relationship between interdependent self-concept and consumers' proclivity towards brand value co-creation is negative (-0.037, $p < 0.05$). This suggests that individuals with an interdependent self-concept are focused on fitting-in behaviour, and a desire for uniqueness conflicts with their need to maintain harmony within their groups.

Insert Table IV here

5. Discussion

5.1. Theoretical Implications

This study offers several theoretical contributions. It is one of the first to empirically evaluate human motivations that propel brand value co-creation in luxury consumption. Past research on luxury brand value co-creation includes research on value generated for consumers from luxury consumption (Choi *et al.*, 2016) and value co-creation and co-destruction (Quach and Thaichon, 2017), but there is little research on the psycho-social mechanisms that motivate luxury brand value co-creation. Second, this study was conducted in an emerging market and, thus, provides insights into a market segment where luxury consumption is growing exponentially (Biondi, 2020). This research contributes to the discussion of how individual differences come into play in different cultures when co-creating brand value and illustrates that customers' proclivity to co-creation varies due to different needs and psychological motivations.

The findings support the hypothesised relationships. Specifically, need for belonging shows a positive association with the interdependent self-concept as well as brand value co-creation. This can be attributed to a collectivistic sample as these customers are members of close-knit societies in which the other-focused behaviour is of great importance (Aaker and Williams, 1998). In individuals with a dominant interdependent self-concept, the need for belonging may perpetuate participation in intergroup activities on digital platforms to interact with other customers as well as the luxury brand, leading to proclivity towards brand value co-creation (Arias and Otnes, 2017; Muñiz and O'Guinn, 2001). Conversely, results show that the presence of a need to belong as a mediator amongst individuals with an independent self-concept will have a negative impact on their proclivity towards brand value co-creation. This is because people with an independent self-construal co-create to satisfy their unique self-concept; this is inversely proportional to the

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3 propensity to engage in co-creational endeavours to fulfil a need to belong that is characterised
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5 by motivations of social in-group memberships (Holt, 2002; Kozinets, 2002).
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8 Need for autonomy mediates the relationship between the independent self-concept and
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10 proclivity towards brand value co-creation, highlighting that the desire to exercise control over
11 self-directed goals considerably increases the propensity of an individual with an independent
12 self-concept to co-create. However, the relationship of the interdependent self-concept with need
13 for autonomy was not significant with a weak positive mediation of need for autonomy between
14 the interdependent self-concept and proclivity towards brand value co-creation. This shows that
15 individuals with a largely interdependent self-concept are not particularly motivated by a need
16 for autonomy. Instead, they are impacted by heteronomy—that is, influences from external
17 variables (Ryan and Deci, 2006), for example, normative influence—when participating in co-
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19 creative activities.
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22 Surprisingly, need for uniqueness has a positive relationship with consumers' proclivity towards
23 brand value co-creation. An explanation for this is that individuals possessing a need for
24 uniqueness will be susceptible to brand value co-creation, but the nature of the co-creation
25 process will not entail homogeneity and relational identity creation which leads to a more
26 synchronous development and understanding of the brand meaning. In contrast, individuals with
27 a need for uniqueness will aspire to elucidate their own unique and differentiated schemas,
28 choices, and traits, thereby reflecting a varied, individualised self-concept (Ruvio *et al.*, 2008;
29 Tian *et al.*, 2001). Thus, individuals with a need for uniqueness are susceptible to luxury brand
30 value co-creation but their proclivity will lead to brands' value co-creation that is highly
31 fragmented, possessing diverse and heterogenous interactions (Holt, 2002; Kozinets, 2002).
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Furthermore, people with a need for uniqueness possess the ability and proclivity to experiment to achieve a unique identity (Ruvio *et al.*, 2008; Tian *et al.*, 2001). Recent research by Pera *et al.* (2016) indicates that experimentation is a salient and recurrent trigger to co-create. Thus, as experimentation is a vital trait that satisfies need for uniqueness, consumers driven by the motives of experimentation will be eager to co-create, which will allow for differentiated and unique experiences and open an avenue to indulge in self-expression and creativity (Pera and Viglia, 2015).

Our findings also confirm that need for uniqueness mediates the relationship of the independent self-concept and proclivity towards brand value co-creation where a need for uniqueness leads people with a dominant independent self-construal to manifest their individuality and indulge in luxury brand value co-creation to attain self-oriented goals. However, the hypothesised relationship between the interdependent self-concept and need for uniqueness is non-significant. It is important to note that these findings replicate prior research by Shaikh *et al.* (2017) who reported a similar non-significant result for the relationship between the interdependent self-concept and need for uniqueness for a collectivistic low-income economy. This non-significant relationship may be attributed to the fact that only the independent self-concept within each individual accounts for their need for uniqueness.

5.2. Managerial Implications

Prior work on brand value co-creation has provided valuable insights to inspire managers to adopt new ways of thinking about brand management by inculcating a marketing approach that centres on co-creational strategies (Essamri *et al.*, 2019; Sarasvuo *et al.*, 2022). As brand identity is consistently evolving due to a dynamic process which involves the participation of customers that results in multiple meanings of what the brand signifies, the role of managers is to present

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3 the luxury brand as a co-author of the brand identity (Essamri *et al.*, 2019; Sarasvuo *et al.*, 2022).
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6 This entails brand managers' contribution towards the dissemination of brand meaning along
7 with encouraging the interactions of customers and other stakeholders to co-create brand value.
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10 Keeping this in context, brand managers can draw on the proposed conceptual model of
11 consumers' proclivity to co-create brand value as a guide for designing collaborative co-creation
12 strategies; this presents avenues for interaction between brand-controlled operand resources and
13 the customer's personal operant resources (Koivisto and Mattila, 2020).
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16 The findings of this research indicate that luxury brand managers of global brands need to
17 develop a critical mix of co-creational strategies in a way that the brand harmoniously satisfies a
18 need for homogeneity while also providing varied heterogenous interactions, as all three needs
19 identified in the literature associate positively with proclivity towards co-creation.
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22 Marketing managers realise the synergetic benefits of globalisation; therefore, brands from not
23 just the USA and Europe but also those from Asia want to become global brands (Zhiyan *et al.*,
24 2013). For brand managers, specifically those who manage online networks and communities,
25 analysing the local as well as cross-cultural differences and similarities would facilitate in
26 developing a social media strategy for brand value co-creation. This research is a first step
27 towards providing insights for the brand managers into the mechanisms that motivate luxury
28 brand value co-creation in emerging markets.
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31 This research has a number of implications for marketers. It highlights that marketing
32 communication efforts of luxury brand managers needs to centre upon accessibility and
33 transparency. This will satisfy consumers' need for autonomy as they will be able to engage in
34 active conversation with the brand to co-build the narrative of the significance of the luxury
35 brand. A spillover effect of this would be the development of brand communities whereby
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3 consumers engage with the brand on physical and digital outlets to share their experiences with
4 the brand.
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8 Luxury brand managers can benefit from an understanding of the present research which shows
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10 that a need to belong is of great significance to consumers of emerging markets. The findings
11
12 indicate that building brand communities centred on co-creation strategies that foster
13
14 interpersonal relationships can be particularly beneficial for the growth of the brand equity. This
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16 research finds that the brand needs to strategically select the elements of value that they present
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18 to the consumers for successful co-creation. One pivotal way is through tapping onto consumers'
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20 emotional needs to connect with the brand to satisfy their need for belonging. Active
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22 communication with the consumers on digital platforms can allow the brand to stay in touch with
23
24 the consumers. An example of this is that Christian Dior now holds a digital presence on
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26 Snapchat after identifying that their target market actively uses this platform. Thus, it is important
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28 to constantly conduct research to identify the digital platforms where the consumers of a luxury
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30 brand are present to provide them with outlets through which they can enhance their experience
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32 with the brand.
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35 Brand managers need to strategically manage the co-creation endeavours that they present to the
36 consumers to make sure that the brand does not develop a mass-market perception as this can
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38 affect consumers' desire for uniqueness that they gain from the exclusivity of the brand.
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41 Consumers with a higher need for uniqueness aspire to co-create brand value experiences
42 through diverse, varied, and unique interactions. An example of heterogeneity and unique
43 interactions for brand value co-creation is that of the one-of-a-kind effort made by Chanel in
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45 which the brand's art director, Karl Lagerfeld, curated a photo exhibition for the brand's
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47 customers in Seoul (Choi *et al.*, 2016).
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To summarise, we suggest that brand managers of luxury goods should center their marketing efforts on principles of open communication for effective brand value co-creation (Prahalad and Ramaswamy, 2004). For instance, Burberry prompts consumers to share their personal narratives on digital engagement platforms to communicate brand experiences (Riedmeier and Kreuzer, 2022; Hughes *et al.*, 2016). Brand managers can strive to create a space in which there is constant evolution with novel dialogues in place between different stakeholders (Riedmeier and Kreuzer, 2022).

In a collectivistic country like Pakistan, where individuals highly value group harmony, brand managers can utilize online networks to craft personalized, engaging, and informative content that connects with their audience (Sohaib and Han, 2023). Consumers' high engagement with the content can bolster an active brand community which would ultimately strengthen brand loyalty (Sohaib and Han, 2023). Thus, brand managers need to take a proactive approach to create content and enrich their online networks.

The findings of this research indicate that proclivity towards brand value co-creation is not confined to developed countries but, rather, is widely prevalent in emergent economies. This research, hence, is of value for luxury brand managers that aspire to gain a customer base in the emerging markets of developing countries as it signifies that consumers in these countries have the social and economic capital for brand value co-creation. Luxury brands can, therefore, open digital avenues and indulge in relationship marketing to develop business strategies that target different market segments at a global level.

5.3. Limitations and Future Research

While this paper achieves the study's objective, some limitations should be noted. The data for this research were collected from students studying at expensive private universities which

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3 served as an indicator that they belonged to Socio-Economic Class A. A follow-up study of a
4 non-student sample that has similar purchasing power may expand the scope of our research.
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6 Moreover, while this study employed a survey-based methodology, future research could adopt a
7 qualitative approach to gain a deeper understanding of the mechanisms that lead consumers'
8 need for uniqueness, need for autonomy, and need for belonging towards brand value co-creation
9 in luxury consumption. For example, future studies could explore if individuals with an
10 interdependent self-concept differ in their need for uniqueness from individuals with an
11 independent self-concept.
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14 As this is one of the first studies to develop and support a conceptual model for the psycho-social
15 motivations for consumers' proclivity towards luxury brand co-creation, future research should
16 validate this theoretical framework in additional contexts. This research was carried out in a
17 collectivistic country with an emergent economy; future research can replicate this model in an
18 individualistic country with a developed economy to test whether per capita income or cultural
19 forces moderate the identified relationships. Furthermore, although literature led to the
20 identification of the three needs analysed, future research could also identify and examine the
21 influence of other psycho-social variables that impact consumers' proclivity towards brand value
22 co-creation.
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42 6. Conclusion

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44 Recent research has established that co-creation is neither simply a myth nor a buzz word but
45 very much a phenomenon that can lead brand managers to achieve a competitive advantage.
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47 Whereas prior research has analysed this phenomenon in a number of different contexts, a
48 psychological perspective that analyses the motivations for consumers' proclivity towards brand
49 value co-creation of luxury goods is lacking in the literature. This gap has been addressed in this
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3 research. This research has been carried out in an emerging market, the findings of which can
4 provide valuable insights into what motivates co-creation endeavours of individuals belonging to
5 Asian countries who represent a market segment that is growing exponentially in terms of luxury
6 consumption.
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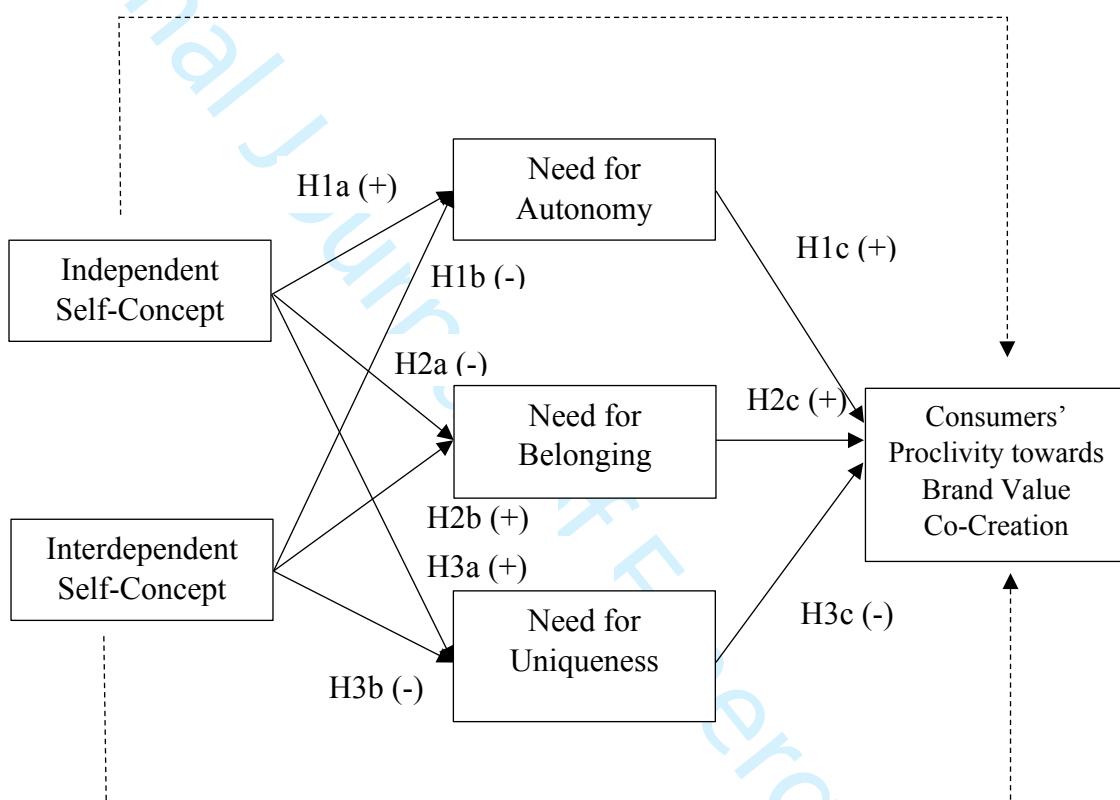
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Figure I

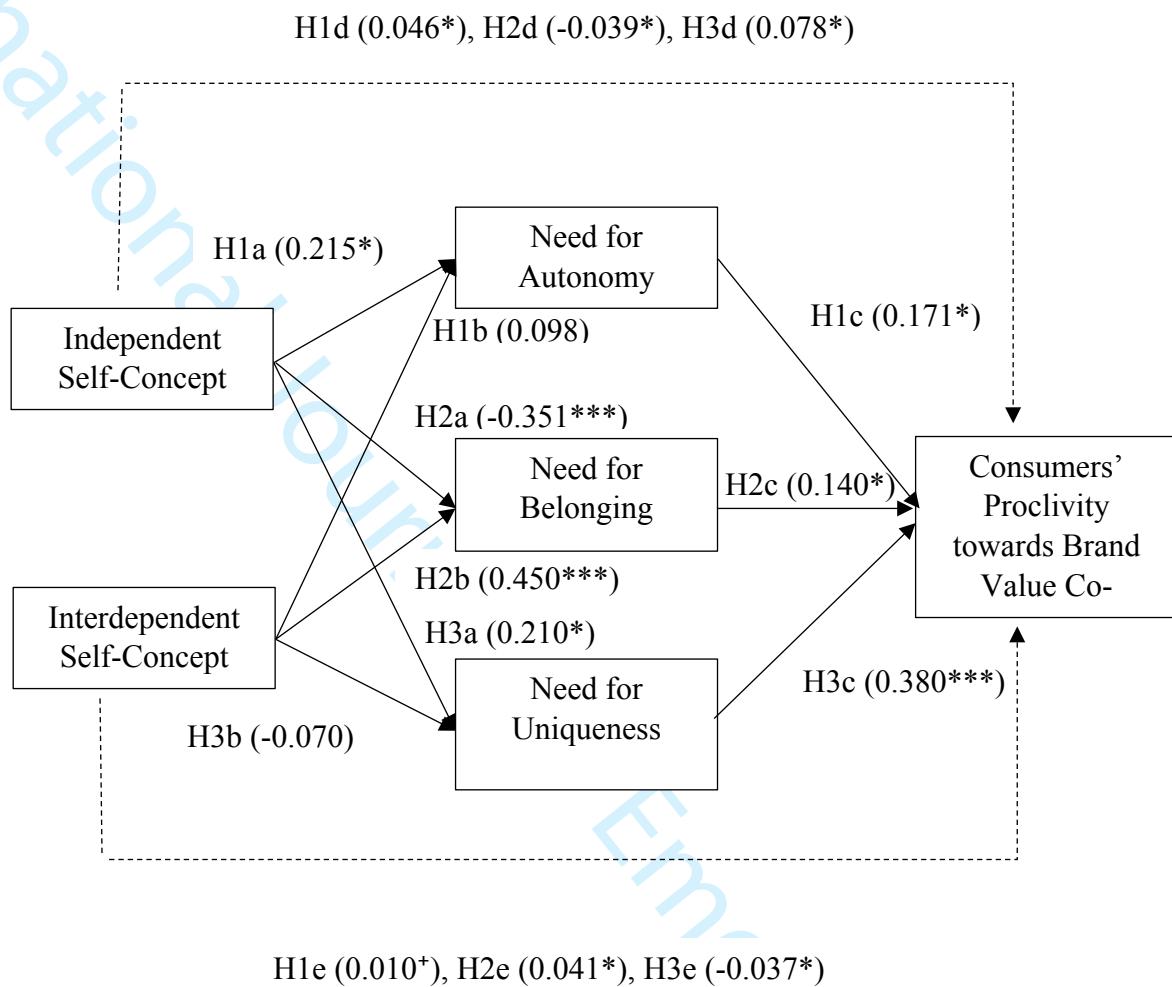
Conceptual Model

Conceptual Model

H1d (+), H2d (-), H3d (+)



H1e (-), H2e (+), H3e (-)

Figure II*Summary of Results*

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; + $p < 0.10$

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3 **Declaration of Interest:** None
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Table I
Measurement Model

| Constructs | α | ρ | Average |
|-------------------------------------|---------------------------|----------------------------|-----------------------|
| | (Internal Consistency) | (Composite Reliability) | Variance Extracted |
| | | | |
| Independent Self-concept | 0.760 | 0.770 | 0.690 |
| Interdependent Self-concept | 0.785 | 0.750 | 0.601 |
| Need for Autonomy | 0.740 | 0.775 | 0.620 |
| Need for Belonging | 0.770 | 0.779 | 0.590 |
| Need for Uniqueness | 0.860 | 0.835 | 0.580 |
| Consumers' Proclivity towards Brand | 0.880 | 0.919 | 0.590 |
| Value Co-creation | | | |

Note: Table I shows that the internal consistency and composite reliability for each construct is greater than 0.7 which confirms the reliability of the constructs (Nunnally, 1994) and that the average variance extracted for each construct is greater than 0.5 which confirms the convergent validity of the constructs (Fornell & Larcker, 1981).

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Table II
Structural Model - Direct Effects

| Hypotheses | Direct effect | Std. Estimate | T-value | Result |
|------------|--|---------------|---------|-----------------|
| H1a | Independent Self-Concept → Need for Autonomy | 0.215* | 3.290 | Supported |
| H1b | Interdependent Self-Concept → Need for Autonomy | 0.098 | 1.620 | Not Significant |
| H1c | Need for Autonomy → Consumers' Proclivity towards Brand Value Co-creation | 0.171* | 2.900 | Supported |
| H2a | Independent Self-Concept → Need for Belonging | -0.351*** | -5.019 | Supported |
| H2b | Interdependent Self-Concept → Need for Belonging | 0.450*** | 4.900 | Supported |
| H2c | Need for Belonging → Consumers' Proclivity towards Brand Value Co-creation | 0.140* | 2.580 | Supported |
| H3a | Independent Self-Concept → Need for Uniqueness | 0.210* | 3.230 | Supported |
| H3b | Interdependent Self-Concept → Need for Uniqueness | -0.070 | -1.170 | Not Significant |

| | | | | | |
|---|-----|-------------------------------|----------|-------|-----------|
| 1 | H3c | Need for Uniqueness → | 0.380*** | 5.320 | Not |
| 2 | | Consumers' Proclivity towards | | | Supported |
| 3 | | Brand Value Co-creation | | | |

10 Note: *** $p<0.001$, ** $p<0.01$, * $p<0.05$

Table III

Effect of Independent Self-Concept on Consumers' Proclivity towards Brand Value Co-creation

| Hypotheses | Mediators | Direct Effects | | Indirect Effects | BCCI | |
|---|---------------------|----------------|----------|------------------|------------------------------------|--------|
| | | IND→MED | MED→BVC | | Lower | Upper |
| H1d | Need for Autonomy | 0.244* | 0.188* | 0.046* | 0.042 | 0.245 |
| H2d | Need for Belonging | -0.269*** | 0.145** | -0.039* | -0.378 | -0.197 |
| H3d | Need for Uniqueness | 0.228*** | 0.344*** | 0.078* | 0.089 | 0.274 |
| Direct Effect of IND on BVC in the mediation model | | | | | 0.136** | 0.079 |
| Direct Effect of IND on BVC with no mediators in the model | | | | | 0.196*** (<i>t</i> -value, 3.281) | |

*Note: IND, Independent self-concept; MED, mediating variable; BVC, Consumers' proclivity towards brand value co-creation; BCCI, bias corrected confidence intervals; *p<0.05; **p<0.01; ***p<0.001*

Table IV

Effect of Interdependent Self-Concept on Consumers' Proclivity towards Brand Value

Co-creation

| Hypotheses | Mediators | Direct Effects | | Indirect Effects | BCCI | |
|---|---------------------|----------------|----------|------------------------------------|--------|--------|
| | | INT→MED | MED→BVC | | Lower | Upper |
| H1e | Need for Autonomy | 0.055 | 0.188* | 0.010 ⁺ | 0.048 | 0.151 |
| H2e | Need for Belonging | 0.303*** | 0.134** | 0.041* | 0.190 | 0.350 |
| H3e | Need for Uniqueness | -0.107* | 0.344*** | -0.037* | -0.011 | -0.203 |
| Direct Effect of INT on BVC in the mediation model | | | | 0.181*** | 0.100 | 0.318 |
| Direct Effect of INT on BVC with no mediators in the model | | | | 0.279*** (<i>t</i> -value, 4.108) | | |

Note: INT, Interdependent self-concept; MED, mediating variable; BVC, Consumers' proclivity towards brand value co-creation; BCCI, bias corrected confidence intervals;

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; ⁺ $p < 0.10$

Appendix A**Measures****Independent self-concept**

1. I do my own thing, regardless of what others think.
2. I'd rather say "No" directly, than risk being misunderstood.
3. I prefer to be direct and forthright when dealing with people I've just met.
4. I act the same way no matter who I am with.
5. I try to do what is best for me, regardless of how that might affect others.

Interdependent self-concept

1. I will sacrifice my self-interest for the benefit of the group I am in.
2. I often have the feeling that my relationships with others are more important than my own accomplishments.
3. My happiness depends on the happiness of those around me.
4. I will stay in a group if they need me, even when I am not happy with the group.
5. I usually go along with what others want to do, even when I would rather do something different.

Need for belonging

1. If other people don't seem to accept me, I don't let it bother me. (R)
2. I try hard not to do things that will make other people avoid or reject me.
3. I seldom worry about whether other people care about me. (R)
4. I need to feel that there are people I can turn to in times of need.
5. I want other people to accept me.
6. I do not like being alone.
7. Being apart from my friends for long periods of time does not bother me. (R)

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| 8. I have a strong “need to belong.” |
| 9. It bothers me a great deal when I am not included in other people’s plans. |
| 10. My feelings are easily hurt when I feel that others do not accept me. |

Need for uniqueness

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| 1. I often combine possessions in such a way that I create a personal image that cannot be duplicated. |
| 2. I often try to find a more interesting version of run-of-the-mill products because I enjoy being original. |
| 3. I actively seek to develop my personal uniqueness by buying special products or brands. |
| 4. Having an eye for products that are interesting and unusual assists me in establishing a distinctive image. |
| 5. When it comes to the products I buy and the situations in which I use them, I have broken customs and rules. |
| 6. I have often violated the understood rules of my social group regarding what to buy or own. |
| 7. I have often gone against the understood rules of my social group regarding when and how certain products are properly used. |
| 8. I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept. |
| 9. When a product I own becomes popular among the general population, I begin to use it less. |
| 10. I often try to avoid products or brands that I know are bought by the general population. |

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3 11. As a rule, I dislike products or brands that are customarily bought by everyone.
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10 12. The more commonplace a product or brand is among the general population, the
11 less interested I am in buying it.
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Need for autonomy

1. I felt a sense of choice and freedom in the things I thought and did.
2. I feel that my decisions reflect what I really want.
3. I feel my choices express who I really am.
4. I feel I have been doing what really interests me.

Consumers' Proclivity towards Brand Value Co-Creation

1. I am informed about what this luxury brand has to offer.
2. I am knowledgeable about this luxury brand.
3. I am an expert of this luxury brand.
4. I think analytically when I deal with this luxury brand.
5. I think logically when I deal with this luxury brand.
6. I think critically when I deal with this luxury brand.
7. I become imaginative when I interact with this luxury brand.
8. I become creative when I interact with this luxury brand.
9. I become curious when I interact with this luxury brand.
10. I am networked with other consumers of this luxury brand.
11. I am connected to other consumers of this luxury brand.
12. I belong to one or more brand communities related to this luxury brand.
13. I socialize with other consumers of this luxury brand.
14. I am addicted to this luxury brand.
15. I am a fan of this luxury brand.

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| 16. I love this luxury brand. |
| 17. I admire this luxury brand. |
| 18. I trust this luxury brand. |
| 19. This luxury brand addresses my concerns honestly. |
| 20. I rely on this luxury brand when I have a problem. |
| 21. I depend on this luxury brand to satisfy my needs. |
| 22. My goal is to make this luxury brand a success. |
| 23. I am driven to make this luxury brand a success. |
| 24. I am committed to making this luxury brand a success. |
| 25. I am enthusiastic about making this luxury brand a success. |

We would like to thank the reviewer for their insightful comments. Based on their useful feedback, we have comprehensively addressed their concerns in the manuscript and explained how we responded to their comments below. We hope our revisions meet the reviewers' expectations and enhance the quality and clarity of our paper.

| Reviewer 1 comments | Response | Changes made |
|--|--|--|
| I think the authors did a great job to revise the paper. There just remain some minor points. Congratulations. | Thank you very much for your kind comment and valuable suggestion for improvement. | |
| 1. Originality: Does the paper contain new and significant information adequate to justify publication?: After the revision, the paper presents a good potential to be published. | Thank you for finding the revision adequate. | |
| 2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The literature review part is much strengthened. | Thank you for finding the revision adequate. | |
| 3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: It is a well designed study. | Thank you for this. | |
| 4. Results: Are results presented clearly and analysed appropriately? Do the conclusions | Thank you, we have now provided an explanation. | All the relationships hypothesised in the conceptual model were supported except |

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|---|--|---|
| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 | adequately tie together the other elements of the paper?: Two minor points: 1. When the results are not supporting hypotheses (p. 16, lines 50-54), it's better to provide a little bit explanation directly. I know you have explained in more details in the discussion, but it's clearer and reader friendly to explain a bit right after the results. | the relationships between interdependent self-concept and need for autonomy and the interdependent self-concept and need for uniqueness which were both hypothesised to be negative but for which results showed a non-significant relationship and the relationship between need for uniqueness and proclivity towards brand value co-creation (which was hypothesised to be negative but for which results showed a strong positive association). An explanation for the positive relation between need for uniqueness and proclivity towards brand value co-creation is that individuals who possess need for uniqueness will co-create for diverse and heterogenous interactions with the brand and to elucidate their individualised self-concept (Holt, 2002; Kozinets, 2002). Furthermore, experimentation is one reason for co-creation (Pera et al., 2016). As experimentation fulfils need for uniqueness, consumers motivated by a desire to experiment may be interested in brand value co-creation. This may serve as an opportunity for self-expression and creativity (Pera and Viglia, 2015). |
| 35 36 37 38 39 40 41 42 43 44 45 46 | 2. You have used the terms "positively or negatively mediate". This is actually not correct. Please change to a way that is more scientifically correct. | Thank you for pointing this out. This has now been corrected. |

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| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 | 5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: This part is consistent. But I feel it's more point to point explanation. I think your results worth more intriguing implications for both researchers and practitioners. For example, one possible future research is to see if the uniqueness of interdependents are different from those pursued by independents. | Thank you for guiding us. We have now added implications and added your suggestion for future research. Addition to implications To summarise, we suggest that brand managers of luxury goods should center their marketing efforts on principles of open communication for effective brand value co-creation (Prahalad and Ramaswamy, 2004). For instance, Burberry prompts consumers to share their personal narratives on digital engagement platforms to communicate brand experiences (Riedmeier and Kreuzer, 2022; Hughes et al., 2016). Brand managers can strive to create a space in which there is constant evolution with novel dialogues in place between different stakeholders (Riedmeier and Kreuzer, 2022). In a collectivistic country like Pakistan, where individuals highly value group harmony, brand managers can utilize online networks to craft personalized, engaging, and informative content that connects with their audience (Sohaib and Han, 2023). Consumers' high engagement with the content can bolster an active brand community which would ultimately strengthen brand loyalty (Sohaib and Han, 2023). Thus, brand managers need to take a proactive approach to create content and enrich their online networks. |
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| | | <p>Addition to future research</p> <p>Moreover, while this study employed a survey-based methodology, future research could adopt a qualitative approach to gain a deeper understanding of the mechanisms that lead consumers' need for uniqueness, need for autonomy, and need for belonging towards brand value co-creation in luxury consumption. For example, future studies could explore if individuals with an interdependent self-concept differ in their need for uniqueness from individuals with an independent self-concept.</p> |
| <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p> <p>26</p> <p>27</p> <p>28</p> <p>29</p> <p>30</p> <p>31</p> <p>32</p> <p>33</p> <p>34</p> <p>35</p> <p>36</p> <p>37</p> <p>38</p> <p>39</p> <p>40</p> <p>41</p> <p>42</p> <p>43</p> <p>44</p> <p>45</p> <p>46</p> <p>6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: It's well written.</p> | <p>Thank you for your kind comment.</p> | |

| Reviewer 2 comments | Response | Changes made |
|--|---|--------------|
| <p>Great revisions. The authors have put commendable efforts into revising the manuscript.</p> | <p>Thank you for your valuable comments earlier based on which we revised our manuscript. Thank you very much for accepting our manuscript.</p> | |

| Reviewer 3 comments | Response | Changes made |
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| <p>1. Originality: Does the paper contain new and significant information adequate to justify publication?: -Originality: try to expand the contribution beyond just a geographical/sectorial context, as it is it seems just justified purely by a contextual need.</p> | <p>Thank you for your valuable comment. We have now highlighted the contribution beyond a geographical context.</p> | <p>Prior literature has analysed co-creation in luxury consumption for retail (Choi et al., 2016), hospitality (Chathoth et al., 2020; Harkinson, 2018), and social media (Koivisto and Mattila, 2020; Pentina et al., 2018). Harkinson (2018) notes that consumer-brand interaction is integral for the success of a brand as consumers play a pivotal role to create brand meaning and according to Pentina et al. (2018), brand meaning in luxury consumption is developed through active conversation with consumers. However, whereas noteworthy literature on brand value co-creation has emerged, scholars have paid limited attention towards developing an understanding of consumers' motivation for brand value co-creation in luxury consumption (Nohutlu et al., 2023). To understand potential consumer behaviour in brand value co-creation, it is imperative to understand the determinants of behaviour (Myszkowski and Storme, 2012). Self-concept, personality traits, and motivations have been identified as important determinants of behaviour (Kastanakis and Balabanis, 2012; Shaikh et al., 2017). Thus, an understanding of these antecedents is critical for optimising brand management strategies (Myszkowski and Storme, 2012).</p> |

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| | | <p>Specifically, this will create a long-term relationship with the consumers to support brand loyalty. Thus, this research significantly contributes towards the brand value co-creation in luxury consumption literature. It provides a novel framework to evaluate the intrinsic motivations of consumers to engage in brand value co-creation which adds to prior literature which has focused on other facets of this phenomenon.</p> |
| 2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The authors should mention in the introduction what has been done before regarding co-creation within the luxury domain, center their study on it and say how this study advances the topic and which specific gap they are trying to fill. The authors should also better specify their contribution. | As per the previous comment, the contribution has been specified. We have also noted what has been researched on co-creation in luxury consumption before and where the gap lies for further research. This can be seen in the changes made section for the previous comment. | |
| 3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Design/methodology: | We have now specified that structural equation modelling was used with AMOS 26. | |

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| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 | please specify the multivariate statistical technique used. | | |
| 4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Regarding the models, both the measurement model and the structural model fits are below the cut off points. Please try to improve them. | Thank you for your guidance. We removed the items with weak factor loadings to improve the model. The results based on this can be seen throughout the manuscript, specifically in the tables that illustrate the results. | 4.1. Measurement Model The fitness statistics of the measurement model were adequate with $\chi^2/df = 2.30$, Goodness of Fit Index (GFI) = 0.923, Average Goodness of Fit Index (AGFI) = 0.931, Tucker-Lewis Index (TLI) = 0.936, and Root Mean Square Error of Approximation (RMSEA) = 0.048. Assessment of the internal reliability, composite reliability, and average variance extracted was carried out next which can be seen in Table I. The internal reliability (Cronbach's alpha) and composite reliability for the constructs was greater than the minimum level of 0.7 (Nunnally, 1994). In addition, average variance extracted was greater than 0.5 which demonstrated that there was convergent validity of the scales (Fornell and Larcker, 1981). The square root of average variance extracted for each construct was greater than the correlations between the constructs which confirmed the discriminant validity of the constructs (Fornell and Larcker, 1981). | 4.2. Structural Model The fitness statistics of the structural model were adequate with $\chi^2/df = 2.21$, Goodness of Fit Index (GFI) = 0.919, Average |

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| | | <p>Goodness of Fit Index (AGFI) = 0.920, Tucker-Lewis Index (TLI) = 0.924, and Root Mean Square Error of Approximation (RMSEA) = 0.050. Figure II provides a summary of the results and Table II provides a summary of all the direct relationships hypothesised in the model.</p> |
| <p>1 2 3 4 5 6 7 8 9 10 11</p> <p>12 Although it does not support your hypothesis, authors could also discuss this finding. 13 14 Indirect mediated effects: Please specify the effect weights and significance in the narrative. 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39</p> | <p>1 2 3 4 5 6 7 8 9 10 11</p> <p>12 Thank you for this comment. This has now been addressed. 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39</p> | <p>All the relationships hypothesised in the conceptual model were supported except the relationships between interdependent self-concept and need for autonomy and the interdependent self-concept and need for uniqueness which were both hypothesised to be negative but for which results showed a non-significant relationship and the relationship between need for uniqueness and proclivity towards brand value co-creation (which was hypothesised to be negative but for which results showed a strong positive association). An explanation for the positive relation between need for uniqueness and proclivity towards brand value co-creation is that individuals who possess need for uniqueness will co-create for diverse and heterogeneous interactions with the brand and to elucidate their individualised self-concept (Holt, 2002; Kozinets, 2002). Furthermore, experimentation is one reason for co-creation (Pera et al., 2016). As experimentation fulfils need for uniqueness,</p> |

consumers motivated by a desire to experiment may be interested in brand value co-creation. This may serve as an opportunity for self-expression and creativity (Pera and Viglia, 2015).

4.3. Indirect Mediated Effects

To test whether need for autonomy, need for belonging, and need for uniqueness mediated the relationship between the independent self-concept and proclivity towards brand value co-creation (H1d, H2d, H3d), and interdependent self-concept and proclivity towards brand value co-creation (H1e, H2e, H3e), the bootstrap method (Preacher and Hayes, 2008) was employed. The analysis was conducted on AMOS 26 using 5000 bootstrapping resamples with bias-corrected 95% confidence intervals to test the significance of the indirect effect of the mediators.

Along with all the indirect effects for the three respective mediators being significant, the direct effect of independent self-concept on proclivity towards brand value co-creation was also significant which showed that proclivity towards brand value co-creation was partially mediated by the need for autonomy, need for belonging, and need for uniqueness (see Table III).

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Need for autonomy partially mediates the relationship between independent self-concept and consumers' proclivity towards brand value co-creation, with an indirect effect of 0.046 ($p < 0.05$). This suggests that individuals with an independent self-concept are more likely to engage in brand value co-creation to fulfill their need to make free and autonomous choices. Contrary to this, need for belonging negatively mediates this relationship (-0.039, $p < 0.05$) which indicates that consumers with an independent self-concept tend to avoid fitting in behaviour that ultimately reduces their proclivity towards brand value co-creation. Lastly, need for uniqueness mediates the relation between independent self-concept and proclivity towards brand value co-creation (0.078, $p < 0.05$) which implies that individuals with an independent self-concept participate in brand value co-creation to satisfy their desire for novel experiences. Need for uniqueness was the strongest mediator in the relationship between the independent self-concept and proclivity towards brand value co-creation which bolsters the literature identified in this study.

The results obtained for H1e, H2e, and H3e showed that need for autonomy, need for belonging, and need for uniqueness partially mediated the relationship between the

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| | | <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36</p> <p>interdependent self-concept and proclivity towards brand value co-creation (see Table IV). The relationship between interdependent self-concept and consumers' proclivity towards brand value co-creation is mediated by need for autonomy (0.010, $p < 0.10$). This effect is relatively weak compared to other mediators which suggests that while consumers with an interdependent self-concept may engage in brand value co-creation due to their need for autonomy, this is more strongly influenced by other mediators. Need for belonging has a stronger indirect effect as a mediator (0.041, $p < 0.05$), thus consumers with an interdependent self-concept are more likely to engage in brand value co-creation to satisfy their need for social connection, for example, being an integral part of current or aspirational social group. Finally, the impact of need for uniqueness in the relationship between interdependent self-concept and consumers' proclivity towards brand value co-creation is negative (-0.037, $p < 0.05$). This suggests that individuals with an interdependent self-concept are focused on fitting-in behaviour, and a desire for uniqueness conflicts with their need to maintain harmony within their groups.</p> |
| 37 38 39 40 41 42 43 44 45 46 | 5. Implications for research, practice and/or society: Does the paper identify clearly any | Thank you for your kind comment. |

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| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 | implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The implications have been addressed. | | |
| 6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes | 6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes | Thank you for your comment. | |