

***Brand Loyalty in the Age of Consumer Empowerment: Building Sustainable Relationships Through Value Co-creation***

**Loyalitas Merek di Era Pemberdayaan Konsumen: Membangun Hubungan Berkelanjutan Melalui Penciptaan Nilai Bersama**

Irma Sucidha

STIE Panca Setia Banjarmasin

\*irmasucidhamm@gmail.com

*\*Corresponding Author*

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**ABSTRACT**

In an era of consumer empowerment marked by technological advances and changes in consumer behavior, understanding the role of consumer collaboration in the co-creation process of brand loyalty is crucial for business success. Although the importance of brand loyalty has been recognized, there remains a lack of understanding of how consumer collaboration specifically influences brand loyalty, especially in today's dynamic context. This research aims to investigate the role of consumer collaboration in the co-creation process on brand loyalty in the era of consumer empowerment. By utilizing the systematic literature review method, relevant articles from reputable international databases, such as Scopus and Web of Science, were collected and analyzed. Findings from the literature review indicate that consumer collaboration in co-creation plays an important role in influencing brand loyalty by building trust, satisfaction, and emotional connection between brands and consumers. The practical implication of this research is that brands should prioritize consumer involvement in co-creation initiatives to increase brand loyalty and competitiveness in the market. Future studies could expand understanding of the relationship between consumers and brands and the effectiveness of co-creation strategies in increasing brand loyalty.

**Keywords:** Consumer Collaboration, Co-Creation, Brand Loyalty, Consumer Empowerment, Systematic Literature Review.

**ABSTRAK**

*Dalam era pemberdayaan konsumen yang ditandai oleh kemajuan teknologi dan perubahan perilaku konsumen, pemahaman tentang peran kolaborasi konsumen dalam proses co-creation terhadap loyalitas merek menjadi krusial bagi kesuksesan bisnis. Meskipun pentingnya loyalitas merek telah diakui, masih terdapat kekurangan dalam pemahaman tentang bagaimana kolaborasi konsumen secara spesifik mempengaruhi loyalitas merek, terutama dalam konteks dinamis saat ini. Penelitian ini bertujuan untuk menyelidiki peran kolaborasi konsumen dalam proses co-creation terhadap loyalitas merek di era pemberdayaan konsumen. Dengan memanfaatkan metode systematic literature review, artikel-artikel relevan dari database internasional bereputasi, seperti Scopus dan Web of Science, dikumpulkan dan dianalisis. Temuan dari tinjauan literatur menunjukkan bahwa kolaborasi konsumen dalam co-creation memainkan peran penting dalam mempengaruhi loyalitas merek dengan membangun kepercayaan, kepuasan, dan koneksi emosional antara merek dan konsumen. Implikasi praktis dari penelitian ini adalah merek harus memprioritaskan keterlibatan konsumen dalam inisiatif co-creation untuk meningkatkan loyalitas merek dan daya saing di pasar. Studi mendatang dapat memperluas pemahaman tentang hubungan antara konsumen dan merek serta efektivitas strategi co-creation dalam meningkatkan loyalitas merek.*

**Kata Kunci:** Kolaborasi Konsumen, Co-Creation, Loyalitas Merek, Pemberdayaan Konsumen, Systematic Literature Review.

## 1. Introduction

Brand loyalty is a fundamental component of consumer behavior, characterized by a strong dedication from consumers to consistently select a specific brand over others, irrespective of external influences or marketing endeavors that may aim to persuade them (Zha, 2023). This allegiance is motivated by positive experiences, satisfaction, and the fulfillment of needs associated with the brand, leading consumers to favor the same brand even amidst changing market conditions (Catic & Poturak, 2022). Companies acknowledge the importance of brand loyalty as a critical element for sustainability, innovation, and long-term success (Lin et al., 2022).

Brand loyalty provides strategic benefits to organizations, including enhanced market share, attraction of new consumers, support for brand extensions, and reinforcement against competitive pressures (Andik & Rachma, 2022). Furthermore, cultivating brand affection and loyalty not only boosts customer trust and satisfaction but also motivates them to endorse the brand to others, contributing to enduring success (Anggara et al., 2023). Sustaining brand loyalty is imperative for the continual growth and viability of businesses (Bisschoff & Schmulian, 2019).

Research indicates that brand loyalty is closely intertwined with brand image, brand trust, and customer satisfaction, which play pivotal roles in nurturing consumer loyalty (Bakator et al., 2019). Brand experience, which elicits emotions and sentiments in consumers, is another crucial factor influencing brand loyalty (Du & Du, 2022). Additionally, the positive impacts of brand awareness, brand association, and perceived quality on consumer decision-making underscore the significance of these elements in fostering brand loyalty (Almaqousi et al., 2021).

Value co-creation has emerged as a significant concept in enhancing customer satisfaction and indirectly influencing loyalty through satisfaction (Zulfikar, 2023). The sharing economy and collaborative efforts in value co-creation have been shown to influence satisfaction, brand preference, and sustainable social relationships, highlighting the role of co-creation in fostering loyalty (Meidina et al., 2022). Empowerment, community engagement, and psychological factors also contribute to brand loyalty, emphasizing the multifaceted nature of consumer-brand relationships (Sharma & Jain, 2019). In conclusion, brand loyalty is a multifaceted phenomenon influenced by various factors such as brand image, trust, satisfaction, and value co-creation. Understanding and leveraging these elements are essential for businesses aiming to establish enduring relationships with empowered consumers in today's competitive market landscape.

This research aims to explore the role of consumer collaboration in the co-creation process on brand loyalty in the era of consumer empowerment. In a modern business context characterized by technological advances and changes in consumer behavior, it is important for brands to understand how consumers play a role in creating shared value and how this influences brand loyalty. Although there has been a number of studies on co-creation and brand loyalty, there is still a lack of understanding of the consumer's role in the co-creation process and its impact on brand loyalty. A brief review of past research shows that there is a gap in the literature regarding how consumer collaboration specifically influences brand loyalty, especially in the current era of consumer empowerment. The aim of this research is to investigate in depth the role of consumer collaboration in co-creation and how this impacts brand loyalty. This research will try to answer key questions related to the mechanism of the relationship between consumer collaboration and brand loyalty. The formulation of the research question that will be answered in this research is: "What is the role of consumer collaboration in the co-creation process on brand loyalty in the era of consumer empowerment?"

The main contribution of this research is the development of a better understanding of how consumers collaborate with brands in creating shared value, and its impact on brand loyalty. This research will also provide new insights into the dynamics of brand-consumer relationships in the changing context of consumer empowerment. The expected benefits of this research are to provide practical guidance for brands to improve relationships with consumers through co-creation, as well as providing new contributions to the literature on marketing and consumer behavior. It is hoped that the practical and theoretical implications of the results of this research can improve brand marketing strategies and strengthen brand-consumer relationships in the long term.

## **2. Research methods**

In this research, article sources will be collected through reputable international databases, especially Scopus and Web of Science. The search keywords used will be carefully selected to ensure relevance and accuracy in identifying articles appropriate to the research topic. These keywords will include terms such as “brand loyalty,” “consumer empowerment,” “value co-creation,” and variations of related keywords.

The article selection process will be carried out based on previously determined inclusion and exclusion criteria. Relevant articles will be selected based on their suitability in answering the research questions posed. Inclusion criteria may include availability of articles in English, accuracy and relevance of methodology, and focus of articles on key aspects of co-creation and brand loyalty. After the selection process is complete, the number of successfully selected articles will be recorded and reported.

This research will use the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method as a guide in evaluating articles. PRISMA is a framework that has proven effective in compiling and reporting the results of systematic literature reviews. The steps in article analysis will follow PRISMA guidelines, including article identification, article selection based on inclusion and exclusion criteria, data collection, and data analysis. This will ensure that the research process is conducted in a transparent, structured and repeatable manner.

## **3. Results and Discussion**

### **3.1. The Role of Consumer Collaboration in Co-Creation**

Consumer collaboration in the co-creation process is essential for fostering sustainable relationships between brands and consumers. Actively engaging consumers in co-creation leads to increased brand loyalty, as consumers feel more connected to the brand and exhibit higher satisfaction with the products or services developed collaboratively (Cheung et al., 2020). This collaboration not only enhances product or service quality but also boosts consumer satisfaction and adds significant value to brands (Ding, 2023). Moreover, it opens avenues for improved innovation and stronger brand building in competitive markets (Tran et al., 2022).

The effectiveness of consumer collaboration in co-creation can be influenced by various factors such as consumer characteristics, industry type, and brand strategy (Bhatti et al., 2020). Understanding how consumer collaboration impacts co-creation and brand loyalty is crucial for brands aiming to enhance consumer interactions and solidify their market position (Chen et al., 2022). Studies have shown that consumer collaboration leads to enhanced brand loyalty by building trust, positive relationships, and emotional connections between consumers and brands (Safeer et al., 2021). Additionally, the experiential value derived from consumer collaboration is a key driver of value co-creation, emphasizing the importance of fostering robust relationships for favorable outcomes like heightened brand loyalty (Ma, 2024).

Research indicates that consumer engagement and value co-creation positively influence consumer-brand relationships, highlighting the significance of intertwining

engagement and co-creation to enhance perceived brand value (Cheung et al., 2020). The mediating role of brand experience in the relationship between social media marketing activities and consumer-based brand equity further underscores the importance of consumer engagement in building brand equity (Koay et al., 2020). Additionally, the role of brand love and co-creation in word-of-mouth communication showcases how these factors contribute to brand association and loyalty, emphasizing the impact of consumer collaboration on brand advocacy (Abdullah et al., 2022).

In conclusion, consumer collaboration in co-creation processes significantly impacts brand loyalty by fostering trust, satisfaction, and emotional connections between consumers and brands. Brands that prioritize consumer engagement in value co-creation can enhance their brand loyalty, product quality, and overall competitiveness in the market.

### **3.2. The Effect of Co-Creation on Brand Loyalty**

Co-creation has been identified as a significant driver of brand loyalty in various studies. When consumers are actively engaged in the co-creation process, they tend to develop a stronger emotional connection with the brand and its offerings. This emotional attachment leads to increased brand loyalty, where consumers are more inclined to choose products or services from that particular brand over competitors (Ma, 2024). The involvement of consumers in co-creation not only enhances product quality but also fosters sustainable relationships with consumers, thereby influencing their loyalty towards the brand (Chen et al., 2022).

Research has shown that value co-creation plays a crucial role in enhancing brand loyalty. Studies have demonstrated a positive relationship between value co-creation and brand loyalty, emphasizing the importance of customer participation in the co-creation process (Tran et al., 2022). Furthermore, the direct positive impact of value co-creation on perceived quality has been highlighted, indicating that both factors contribute positively to brand advantage (Gu, 2023).

Moreover, the findings suggest that co-creation has a direct and significant impact on customer trust, which in turn influences brand loyalty (Sarkar & Banerjee, 2020). Customer participation during value co-creation is essential in establishing a strong relationship between value creation and brand loyalty (Tran et al., 2022). The relationship quality among brand co-creation partners has been found to have a positive and significant association with brand loyalty, further emphasizing the importance of collaborative efforts in building brand loyalty.

In conclusion, the literature supports the notion that co-creation positively influences brand loyalty by creating meaningful consumer experiences and fostering lasting relationships. Companies that integrate co-creation strategies into their marketing efforts are likely to strengthen their brand position and gain a competitive edge in the market.

### **3.3. Factors that Influence the Effectiveness of Consumer Collaboration in Co-Creation**

Consumer collaboration in co-creation is influenced by various factors that play a crucial role in determining the success of such initiatives. These factors encompass a wide range of aspects, including consumer engagement levels, perceived value, brand trust, platform usability, and organizational support. Wang (2021) emphasizes the significance of brand co-creation and its impact on consumer behavior. Assiouras et al. (2019) delve into the relationship between value co-creation and customer citizenship behavior, underlining the importance of organizational commitment and engagement. Zeng et al. (2022) shed light on the impact of participant numbers and platform transparency on creative performance, highlighting the role of these factors in enhancing co-creation outcomes.

Moreover, Bonamigo et al. (2022) discuss the criteria for selecting actors for value co-creation in startups, emphasizing the importance of effective selection processes. Foroudi et

al. (2022) explore the antecedents and consequences of co-creation value, focusing on complex peer-to-peer relationships and the managerial implications. Mvondo et al. (2022) connect tourists' co-creation experiences with brand trust and passion, illustrating the interplay between consumer engagement and brand loyalty. Frasquet et al. (2019) present a conceptual framework for understanding virtual customer co-creation behaviors, emphasizing customer satisfaction as a driver of engagement.

Furthermore, Li et al. (2022) examine the value co-creation mechanism in platform enterprises, showcasing the role of digital innovation in enhancing co-creation processes. Nadeem et al. (2019) highlight the role of ethical perceptions in consumers' participation and value co-creation on sharing economy platforms, emphasizing the importance of trust and shared values. García-Magro et al. (2022) explore the emotional mechanics of gamification in value co-creation, contributing to the existing literature on co-creation strategies.

In conclusion, by understanding and effectively managing these factors that influence consumer collaboration in co-creation, brands can create an environment conducive to successful co-creation initiatives. This, in turn, can lead to increased brand loyalty, consumer satisfaction, and innovative outcomes.

#### **4. Conclusions**

Consumer collaboration in the co-creation process plays an important role in building sustainable relationships between brands and consumers. Consumers' active involvement in co-creation not only improves product quality but also leads to increased brand loyalty, satisfaction, and emotional connection with the brand. The literature shows that brands that prioritize consumer involvement in co-creation can strengthen their market position and competitiveness by building trust, satisfaction and loyalty among consumers.

Co-creation is emerging as one of the key drivers of brand loyalty, as it facilitates stronger emotional connections between consumers and brands. The study highlights the positive impact of co-creation on perceived quality and brand profitability, further reinforcing its importance in influencing consumer loyalty. Additionally, the direct relationship between co-creation and customer trust emphasizes the role of collaborative efforts in building brand loyalty.

Understanding the factors that influence consumer collaboration in co-creation is important for brands looking to increase the effectiveness of their co-creation initiatives. Various factors such as consumer engagement level, perceived value, brand trust, and platform usability influence the success of co-creation initiatives. Effective management of these factors can create an environment that supports successful co-creation outcomes and strengthens the relationship between consumers and brands.

The findings from the literature review have several implications for academia and practice. First, brands should prioritize consumer involvement in co-creation initiatives to increase brand loyalty and competitiveness in the market. Investments in platforms and strategies that facilitate consumer collaboration can bring significant benefits to brands, including increased customer satisfaction and brand advocacy.

Additionally, understanding the factors that influence consumer collaboration in co-creation can guide brands in designing more effective co-creation initiatives. By focusing on factors such as consumer engagement levels, perceived value, and brand trust, brands can create an environment that supports successful co-creation outcomes and strengthens the relationship between consumers and brands.

Although the literature review provides valuable insights into the role of consumer collaboration in co-creation and its impact on brand loyalty, it is not free from limitations. First, the scope of the review may be limited to a particular industry or region, which may limit the generalizability of the findings. Additionally, the review may be susceptible to publication bias, due to its reliance on published research articles.

Future research should aim to overcome these limitations by conducting more comprehensive studies covering different industries and regions. Additionally, longitudinal studies can provide valuable insight into the long-term effects of consumer collaboration on brand loyalty. Additionally, qualitative research methods can be used to gain a deeper understanding of consumer motivations and perceptions regarding co-creation initiatives. Overall, further research in this area has the potential to make a significant contribution to our understanding of the relationship between consumers and brands and the effectiveness of co-creation strategies in increasing brand loyalty.

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