

**EXPLORING SOCIAL MEDIA STRATEGIES AND CO-CREATION FOR VALUE
CREATION IN THE TEXTILE SECTOR: A QUALITATIVE ANALYSIS OF
CONSUMER CHOICE AND DECISION-MAKING**

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Abstract

This objective of the study the social media techniques and cocreation in the textile sector, together with the particular objective concerning analysis of the Value Creation and innovative techniques and that that connection together with consumers choice advance affectivity and efficiency among decision. The research is qualitative in nature and it was conducted oversea via by interviews in details of the relevant sector. A theoretical model used to be suggested. This model assimilates worth Value Creation and other variables. Analysis conducted in this research is relevant; however, studies beside the textile sector's perspective are much less frequent between the literature. This lesson contributes thoughts because the method about co-participation along consumers to enhance the exercise and administration regarding fashion companies.

Keywords textile sector, Value Creation, digital, innovation strategies, qualitative analysis stability

Introduction

The constant growth in the practice of the social network globally has commanded to digitization charming a cause of viable lead for mutually for Corporate to Customer and Corporate to Corporate businesses, foremost valuable researchers show their interest to the contests of this digitization and social networking conveys to establishments (Leeflang et al., 2014). Digitization has affected the traditional styles of marketing as the customers were formerly standardized and they have limited access to communicate and restricted influence.

This new-fangled marketplace condition is categorized by the habit of using social media and the internet as a platform to communicate viable communications, the simplification of collaboration among consumers and businesses, this not only affects value co-creation but also the consumer's commitment (Rodríguez et al., 2015), This enhancement in the activities is based on social media networking (Blasco, 2014).

In textile industry, novel skills, knowledge, in addition the practice of social media networks are significant foundations of Value Creation. Value Value Creation encompasses tailored build production and design with the collaborations of both client and businesses for the particular services and products, consequential in novel rational with a cooperative tactic accomplished over stages and social networking systems (Pardo, 2014).

Establishments start realizing that even with the offering of many products in the market, customers feel unsatisfied because of the change in the environment of the market and the connectedness of customers. Adding to this, customers neediness to intermingle with corporations in the creation of value, looking to “co-create” worth, and businesses pursue to increase innovative foundations of viable benefit by attaining the Value Creation of impressions (Prahalad, 2004). In accumulation to this, (Berthon, 2007) “argument that collaboration is vital in the development of the organization, co-creating initiates and opens revolution inside the association”. This study emphasizes on the textile and accessories industry. As per (Lorenzo-Romero, 2020), world entrepreneurship, an important component in the global economic marketplace, and a distinguishing instrument of current social arrangements. The current scenario about the communication and commercialization and globalization in industry and communication and infrastructures directs the businesses to change accordingly in the market and also communicates with the customers accordingly to sustain the in the market.

According to the above context, this study emphasizes the textile industry , precisely for businesses working in Pakistan. The textile business of Pakistan signifies 8.5% of GDP and 40% of the labor employed directly or indirectly according to the Pakistan business council and contributes 60% in the total exports of Pakistan. Pakistan’s total share in global export is 1.7%.

This study emphasis investigate that viability of the value Value Creation in the way customer and businesses collaboration through social networking as an innovative approach in textile industry in Pakistan. This research focuses on the creation of value Value Creation, the meaning of Value Creation, analyzes the various approaches about Value Creation. The features that what customers co-create, and the aims that are established with Value Creation. This study is observed by a deliberation of the method accomplished in the observation and analysis which is quality based.

This study offers innovative ideas around the existing works linked to Value Creation in the textile and accessories companies, recognizing its qualifications and significance as an imperative approach for social & online marketplaces, particularly when businesses practice social networking. In this study Social media strategies, digital responsiveness and customer commitment are also analyzed that suggests an origination as it delivers the outcomes of a qualitative investigation, which augments the preceding information about the subject, captivating into deliberation the views and involvements of the stock and manufacturer segment. On the supplementary indicator, this work releases few upcoming appearances of investigation, primarily quantitative study to approve the outcomes. This study tries to investigate the viability of the implementation of value Value Creation concept in Pakistan and to study the behaviours of the businesses and consumers in this regard.

Gone are the days when the client used to be a leaden recipient of firms' communication. Today's patron has grown to be an lively party of the Value Creation things to do on companies, whether or not it is manufacture yet employment improvement and the advertising concerning these merchandise yet services (Berthon, 2007). This has entire end up feasible because of the apparition concerning a range of neighborly media features to that amount facilitate the introduction over user-generated content. With the incarnation over a range of digital media structures enabled with the aid of web 2.0, so has been an extra special enlarge into corporation or patron interactions (Hanna, 2011).

Customer sharing into the improvement about more than a few firms' offerings is one over the resolution lookup areas in functions or administration research (Gronroos, 2008). The ultimate decennary has done a notable change between the want as like nicely as much advertising and marketing practices up to expectation honestly shows up to expectation corporations need in accordance with join fingers together with the distinctly lively customers, as their sharing has necessary implications because one of a kind advertising phenomenon. Hence, client then consumer sharing has established itself so a place of importance between the marketing literature. There are a number of studies, as purchaser Value Creation yet branding, personalization and diagram regarding products, manufacture innovation yet choices regarding the current service. The interior object concerning situation dominant logic also mentions so 'customers are usually a co-creator regarding value (Heinonen, 2010).

This enhanced interest is additionally because concerning the incarnation and excessive utilization on digital marketing systems yet tools, inclusive of convivial media, by way of businesses according to communicate with theirs customers or enter up together with latter products and

services as care of client requirements. (Payne, 2008) Emphasized the position about verbal exchange as much a significant aspect between a company's capacities in accordance with prevail in patron Value Creation. With an elevated utilization on associative media then the interplay into company or purchaser — and customer-to-customer interactions — a latter generation of customer-centric digital media or Value Creation has emerged (Zwass, 2010)

According in imitation of Mangold or Faulds¹⁷ (p. 357), 'social media is a hybrid element on the advertising mixing because within a regular feel such permits agencies in imitation of discuss to their customers, whilst between a non-traditional sense such permits clients in conformity with speak directly after some another'. The cause of it treatise is after emphasize the function over convivial media among customer Value Creation. The authors current PepsiCo India's campaign 'Crash the Pepsi IPL' as an example of system according to observe the role over convivial media among commercial Value Creation.

Customer innovation through Social media

Customer innovation within the present technology over convivial media and web 2.0 has become an area of hobby for researchers then managers. According in imitation of Prahalad then Ramaswamy¹⁸ (p. 80), 'customers are fundamentally changing the dynamics about the marketplace. The market has grown to be a court in as clients apply an energetic position of growing and conflicting for price [NPD]'. Companies motivate patron participation after enhance creativity or innovation, or additionally in conformity with keep time. Both concerning these are predominant targets then hold been nicely enunciated by way of academicians then managers.^{19,20} Social media platforms, such as like wikis, hold been utilized among the improvement phase regarding client innovation, or it systems positively affect prototypes yet management evaluation.²¹ Moreover, research about customer-involved innovation depicts that customers commonly locate it method tremendously enjoyable.

Social media utilization through value Value Creation

Social media is now broadly utilized as much a tribune because interplay among organizations or customers, as like a result concerning which much agencies have begun making use of communal media systems because of Value Creation about merchandise then services.²⁵ According to Kaplan then Haenlein²⁶ (p. 61), 'social media is a group concerning internet-based functions that build regarding the ideological or empirical foundations concerning web 2.0, then that allow the advent and trade over user-generated content'.

Social media has modified the rear concerning communication as much such enables prescribe verbal exchange in organizations yet clients at tremendously lower price and more advantageous efficiency as like compared along typical conversation tools.²⁷ Social media utilization is an opportunity because companies in accordance with co-create yet enhance higher patron relationships with customers. It brings businesses or customers nearer to every other, which into turn enables then enhances consumer involvement within the innovation strategies concerning stuff yet services.²⁸ Companies are progressively the usage of neighborly media after propagate online communities where shoppers and other community individuals interact or co-create progressive solutions

Literature Review

Value Value Creation is principally constructed completely at the fact that each consumer individually takes part in the manufacturing of the product or in business to develop the value along with the company(Prahalad & Ramaswamy, 2004; Value Creation is significant in the service-oriented businesses in which the introductory declarations towards the market are available (Vargo & Lusch, 2004, 2008). This tactic begins that value creation is formed by exercising or consuming the products. In the current situation, the customer is an energetic part of the process of value construction (Lusch et al., 2009). (Brünink, 2013). (Xia & Suri, 2014) (Bhalla, 2010). In instantaneous, the purposes of co-creating contribution and value are to develop relevant philosophies, propositions, and projects; to progress goods and facilities to progress the customer involvement; and to generate a novel model of the customer.

Value Value Creation depends on two aspects, the individual aspect arises the features about the consumer because of the reimbursements that the customer imagines himself as co-creator among the procedure and the manufacturing as the essential part of value creation. The environmental aspect is the second factor that comprises the Value Creation appearances of the situation, with the expertise essential to growing the duty of Value Creation, the interrelationship among the customers helps in completing the work, and the communications that arise among the contributors. Cooperative value construction is abstracted from the previous studies as a technique of variation between unexpected human, the involvement for value Value Creation can be eminent between three proportions in the social network (Blasco, 2014)

- One to One (Company to Client)
- One to Many (Company to Communities of clients)
- Many to Many (Various Companies to customer Communities)

(Smith & Gallicano, 2015) explore digitalization in Value Creation between customers and providers on the online services in the hijab clothing corporates. According to Nambisan and Baron (2007), They investigate diverse inspirations to value Value Creation between a consumer in the computer-generated framework of the fashion sector. (Millspaugh, 2016) study the development of value Value Creation from the viewpoint of the textile business, discovering their responses to value Value Creation.

Nowadays, neighborly media are widely considered as a pregnant podium in accordance with government promotional activities with the aid of current groups to efficaciously employ yet appeal to their customers (Harrigan & Evers, 2017). According after the stricture paper, round 89% concerning articles support the function concerning convivial media among improving customers' perception and cognizance (Alalwan, Rana, & Algharabat, 2016). Social media bear been adopted upstairs a vast length about different contexts (i.e., convivial life, financial life, business life, academic sector, then political life) of Pakistan (Khan & Siddiqui, 2013).

The apparel/clothing manufacturers among Pakistan are evolving swiftly with the aid of introducing modern fashions yet designs, as creates a widespread venture for entrepreneurs in accordance with form the brands then appeal to clients (Nasir, Vel, & Mateen, 2012). Most of the preceding labor penetrating outdoors how many the cloth enterprise in Pakistan is attracting their clients via the high quality use over communal media advertising and marketing (Nasir, Vel, & Mateen, 2012). The present education among the Pakistani material industry widely considered the have an effect on regarding conventional media (Facebook) regarding consumer behaviors where the influence over applicable advertising aspects (likes, interaction, sharing, or trendiness, etc.) was disregarded (Nasir, Vel, & Mateen, 2012).

(Godey, Manthiou, & Pederzoli, 2016) And (Kim & Ko, 2012) refuted luxurious brands' SMMA traits among 5 potent dimensions, i.e., interaction, entertainment, trendiness, word-of-mouth (WoM), then customization. Later, Seo yet Park [23] adopted the equal factors between the airline industry. This discipline in addition narrows under the existing SMMA of luxury brands and the airway enterprise (Godey, Manthiou, & Pederzoli, 2016), then examines its have an effect on over Pakistani garb brands' customers.

The (Duffett, 2015) analyzed the have an impact on regarding Facebook likes then apportionment regarding customer buy intention. (Smith & Gallicano, 2015) in contrast YouTube, Twitter, then

Facebook, or discovered up to expectation Facebook and Twitter are extra husky associative media structures so much no longer only have interaction together with the customer, however additionally propagate yet present the brands' stories. (Rutter, Roper, & Lettice, 2016) analyzed the have an effect on regarding Facebook likes, Twitter followers, Facebook links posted (sharing), or Twitter links posted (sharing) regarding scholar gathering performance among the study sector. This education utilizes a metering to dimension the have an impact on on Facebook likes, Twitter followers, then YouTube viewers/subscribers about clothing company equity or clients response. Furthermore, such additionally analyzes the moderating impact concerning the dividing factor over likes/followers/viewers/subscribers and company equity.

Social media interplay is a useful channel because of buyers according to talk about then alternate thoughts (Kaplan & Haenlein, 2010). Interactions facilitate users after contribute in accordance with social media platforms concerning a unique brand (Muntinga, Moorman, & Smit, 2011). Social media interactions lead a massive function of altering the dynamics of brand–customer communications. This study defines interaction yet choice apportionment involving a specific clothing manufacturer so a discussion, yet assesses its have an effect on of brand equity or patron response. The interaction within that research acts as a moderator within FSMMA or company equity.

Trendiness refers to the most recent yet trendiest data touching a production yet work. Most consumers choose apparel based over the look concerning others wearing the identical clothes. Additionally, social media avails the most updated present day and news information. Thus, social media is a board via which according to find out the most up to date products (Heinonen, 2010).

Theoretic Framework

The thought concerning worth Value Creation is initially depends on definitely at the fact up to expectation each some customers pleasure circulate a participatory function between adoption section including producers yet agencies after gender worth collectively (Prahalad, 2004). Joint value introduction is abstracted within side the composition as like a approach concerning alternate amid unusual ethnical beings concerned within side the price introduction techniques among events because mutual benefit (Grönroos, 2011) (Vargo, 2004).

Value Creation is established into organizations or customers via internet and consists of mean managers involved of that cost advent process, such as like the public, stakeholders, suppliers, then contestants. (Prahalad, 2004) have been the preceding authors after suggest the thought on charge advent within the literature, explaining so “quality depends regarding the infrastructure for

interplay of businesses then consumers, oriented around the capacity in imitation of gender a variety regarding experiences” (Prahalad, 2004)

A client anybody actively involved with the organization and lousy clientele in the layout regarding a production is regarded as a prosumer (Prahalad, 2004). This sharing do stand energetic among each the physical then digital environments. In addition, client sharing is voluntary, namely imparting modern thoughts among the elaboration about modern stuff is time consuming, exertion, yet knowledge (Brünink, 2013). For it reason, businesses must bust it pains into account, adequately pay shoppers or facilitate theirs participation (Xia, 2014).

Value Creation starts with interchange among the companies yet customers as enable the Value Creation on practices. This communication is considered by means of discussion, contact, risk-benefit, and then clearness. Value introduction possibilities upsurge then businesses makes usage of customized Value Creation Lorenzo Romero et al. experiences so a unique aid over value. With Value Creation, the market will become a chambers the place consumers, businesses, or customer communities hold a discussion.

Then, the need is alike after a court the place the Value Creation about involvements takes place (Prahalad, 2004). In accumulation, Worth Creation suggests so the patron participates in the creation, design, then development concerning the provide by way of contributing thoughts (Mustak, 2013). According to (Lenderman, 2008) it contribution is made not only by the graphical representation of product however additionally of advertising messages and income channels.

There are countless motives for holding oversea a Value Creation initiative (Frow, 2015): growth get admission to in accordance with resources so grow essential networks because the company; enhancing the customer involvement; enhancing the service by someone on self basis, then so shoppers grow to be extra concerned into participation of the shopping; creating more aggressive offers; lowering costs; reducing the epoch in conformity with launch a manufacture in accordance with marketplace; developing plan; and creating company consciousness. Owing to this, there are different kinds about dimension between which the Value Creation about experiences happens in the digital skeleton (Blasco, 2013):

- Value Creation of experiences. This interaction type is one of the easiest type. In this there is an alliance of the companies then comes customers (one-to-one) is present.
- Variety about trip Value Creation. In this there is an alliance among the companies and then the customer markets are targeted then there comes customer (one-to-many).

- Finally, the personalization about the Value Creation over the experience. This stage is characterized via the interplay among more than a few organizations or purchaser communities (many-to-many).

Millspaugh (2016) look at the technique about value creation from the point of view regarding cloth sector, exploring their reactions it Value Creation. In theirs education (carried interviews which include Merchandisers or marketing professionals as like nicely as out of sales), such located then a great deal manufacturer cost is value create not completely thru producer–consumer interaction but additionally with stakeholders stability (Helm, 2010). On the lousy hand, the innovation and the concept related to as virtue (Frow et al., 2015)— defining elements over the brand—begin yet relinquish on which includes the solid according to to that amount aggregate delivered in conformity with them by way of the enchantment related to each collection. These findings reply honour due to the fact regarding lookup regarding the affect concerning stakeholders concerning Value Creation (Frow, 2015).

Based concerning these premises, (Millspaugh, 2016) analysis of the Value Creation affair from the viewpoint of the textile company, discovering their signification or response after cocreation experiences, finding that younger than average companies react yet reply in conformity with the meaning about theirs product uniqueness via the Value Creation method as she petition after sing and develop theirs corporations within the international trend industry.

Methodology

Once the primary elements about the theoretical method bear been considered then the goals hold been pursued along this research, the traits regarding the lookup to that amount intention measure the records derived are taken in to consideration. The carried out study is about characteristic nature wise, yet the information-gathering approach aged is in-depth interviews via a want research company.

It petitions characteristic lookup with the thought regarding perception the views yet inspirations in accordance with enhance a Value Creation approach together with clients into the trend industry. It is better to conduct study in terms of quality to recognize attitudes and actions, and such has distinctive benefits. The advance is presenting a profounder appreciation on the objective of study, then the 2d is so much it approves the credentials about recent spectacles up to expectation bear no longer been formerly considered (Aspers, 2019). Based about (Lorenzo-Romero, 2020), the pattern used to be elected using a quota shape primarily based over traits certain so geographical

vicinity then kind of manufacture adoption in score as all groups need to hold online sales and uses international techniques. These parts hold been installed of the basis about education over “Mobile relation of the fashion sector” conveyed outdoors, then the file over “Omnicanalidad del Retail en España,” conveyed abroad by means of the Interactive Advertising Bureau. Thus, the data are as follows: x interviews within textiles. The interviews are conducted for the professionals in the textile sector of Pakistan. The textile sector professional includes mostly from the merchandising and marketing departments.

Results and Discussion

The consequences are analyzed between blocks namely follows:

- First, we analyze where digital improvement has intended for that agencies of phrases concerning discipline channels.
- Second, the position over convivial networks is discussed.
- Third, the Value Creation facts is analyzed.
- Fourth, we pick out the cost but sorts about cost generated by using Value Creation because of the crucial agents on the alternate relationship.
- Fifth, the evaluation delves among the chances concerning creative Value Creation

| Entity | Number | Sector | Area |
|---------------------------|--------|-------------|---------------------|
| Academic institutions | 1 | Textile | Lahore & Faisalabad |
| Professional associations | 2 | Textile, | Lahore & Faisalabad |
| Distributor | 1 | Textile | Lahore & Faisalabad |
| Business | 16 | textile (8) | Lahore & Faisalabad |

Source. Own elaboration.

Value Creation

The starting place of a widespread portion over the moves about manufacturers among the communal net space over communal networks is fit after the new position as the internet person has; this is a consumer whichever has obtained current capacities because lively sharing of the system, in which, among little, signifies the enablement regarding the customers. Thus, one of the professionals questioned stipulates as “The customer is king, he continually has been, however the power in imitation of buy then now not to buy is at last brought to the limit to walk on or down” , and “the purchaser knows. it.”

Fundamental tendencies are signified by way of a shift out of the collectivism to individualism, a transfer from the organization according to the communal, or a transfer out of the arbitrate in imitation of the immediate. In addition, consultation goes beside animal advise in accordance with wight non-stop appropriate in accordance with the development concerning the brands' digital platforms, ordinarily within neighborly networks.

Control over the persons who use internet displays more time than those in basic terms related including prestige/dispersive yet obtains and grows a government regarding association, a limit of formation, and a government of impact, who brands echo or incorporate in conformity with a greater yet lesser quantity of theirs net spaces. This process or the alliance house make contributions in conformity with the technology on necessary worth both for manufacturers and for consumers; it is a house between who virtue is co-created.

Thus, for the brand, customer sharing gives a potential after achieve valuable facts in regard to the customer through their remarks and represents an notable ability according to cause hyperlinks along the brand, purchaser collaboration, then application along the customer. In the view regarding a professional, the formulation because of getting human beings after participate is “to bear strong content, so is, content material to that amount human beings are fascinated in”.

Value Creation into Value Creation

- Considering the connection regarding virtue Value Creation, we think about virtue advent because textile companies more often than not between the according terms: Knowledge derived beyond records so much leads in imitation of improvement greater successful tasks; Fidelity after the brand; yet
- Consumer participation producing content, disseminating, then back up as the business enterprise does.
- On the lousy hand, price is additionally manufactured because of consumers: Through the cognizance over their participation, which generates a sentiment regarding honor yet belonging in accordance with a community; and
- Experiential value, which is an trip including the brand up to expectation is absolutely one-of-a-kind beyond up to expectation concerning models without beside preceding relationships, for example, through personalization processes.
- Experiential virtue is vital for the customer; however, consumers also like lousy awards.

Conclusion

Social networks endure enabled a instant type concerning advocate interplay amongst the brand or the client. This touch used to be as soon as formerly refereed including the resource on rewarding mediators, secure specifically distributors or stores. In up to expectation way, the company obtains advise data without the partialities represented by skill over the prefer over the intermediate. Value Creation among the textile quarter about the Pakistan helps a brush among the charge culling yet purchaser satisfaction as in turn made the organizations extra profitable then successful. Innovation or creativity in the ideas then services provided after the client gender the auspicious consumer experience which of turn assist groups in imitation of earn greater market share.

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