

Applying brand value co-creation framework to textile  
retail industry: A case of nishat linen

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## **Abstract:**

In this study, brand value co-creation framework proposed by Ramaswamy and Ozcan (2015) is applied in textile retail sector to explore how different dimensions of this framework work in this sector. Further, this study has explored these factors and situations in context of single brand apparel (SBA) outlet. Different dimensions of brand value co-creation like experiential co-creators, co-creational enterprises, brand capability ecosystems, brand engagement platforms and brand experience domains etc have been discussed in detail to explore how these dimensions collectively play their role towards overall co-creation and development of brand value in textile retail sector. The above discussion emphasizes the idea that brand value co-creation in textile retail sector is dependent on several factors and these factors need to be explored in detail for the understanding of brand value co-creation concept in textile retail industry. Due to limited empirical findings about how brand value is co-created in textile retail industry from a perspective of value co-creation, this study is based on a qualitative, exploratory research strategy. A case study research is used to observe various processes being followed in the firm.

The focus of this study is on exploring the factors that contribute towards brand value co-creation in textile retail industry. Due to scope of this study and limited time, it was decided to focus on one retail chain only, operating in Lahore known as Nishat Linen, a branded apparel retail chain. Lahore is the second largest city of Pakistan and capital of Punjab province. The sampling technique for the present study is purposive sampling. Interviews of 9 stakeholders comprising of Nishat Linen's employees, specially marketing and sales staff, its suppliers and its customers were conducted using snowball or networking method. The data collection was conducted through personal face-to-face semi-structured interviews with all stakeholders related to Nishat Linen. Interviews were audio-recorded and transcribed for investigation and analysis. To analyze qualitative data, thematic networks were used, by employing Nvivo QSR software (Attride-Stirling 2001). In this process, data was coded to find and establish themes, and thematic networks were constructed and analyzed before interpretation of the patterns of findings. Interviewees were asked to advise their understanding of brand value co-creation with different stakeholders within their company as well as outside and to define the value creation activities wherever possible.

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# Chapter 1

## 1. Introduction

The Service Dominant Logic is greatly discussed in marketing domain, specially in services marketing (Sweeney 2007). S-D logic can be used as a foundation for development of marketing theory as well as theory of society (Lusch and Vargo 2014). S-D logic provides a shift in logic and thinking (Lusch and Vargo 2014). Contrast to Goods Dominant Logic, S-D logic treats organizations, employees and customers as operant resources and these operant resources are embedded in the value-creation and exchange processes (Lusch and Vargo 2006). S-D Logic is not a new paradigm but was conceived as substitute to the G-D logic (Stobiecka 2015).