



Product Involvement and Self-efficacy on Perceived Value of Co-design

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ABSTRACT The challenge that firms face today while deciding to engage customers to co-design is in identifying the customers who value co-designed product. The objective of this paper is to find whether the perceived value of buying a co-designed product will be more for a customer with high product involvement and whether this relationship is mediated by co-design self-efficacy. The study used a cross-sectional research design and collected data from 1052 respondents using a survey. The results indicate partial mediation of the relationship between product involvement and perceived value of co-design through co-design self-efficacy. Based on the findings, it is recommended that firms can target consumers with high product involvement when looking to invite customers to take part in the co-design process. Further, firms should share relevant information and devise the co-design process in a way that would increase co-design self-efficacy.