Co-creation of Customer Brand Value-Based and Temporal Risk of Online Brand Communities in Sportswear Industry

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ABSTRACT

Purpose: The purpose of the research was to analyze the role of documenting the co-creation of customer brand value based on the perceived risk in the sportswear industry.

Methodology: Qualitative analysis was used. So, eleven interviews with e-commerce experts in Iran have been done. They were selected purposefully and collected data through semi-structured interviews. After analyzing the data, 62 basic themes were extracted, and six comprehensive themes were obtained.

Findings: We showed that the antecedents of co-creation of customer brand value based on the perceived risk in the sportswear industry include six comprehensive themes. They have customer-building behaviors, corporate branding, customer emotional perception, value creation, communication marketing, and expected risk. We argued that different dimensions of customer value co-creation could be influential in developing online businesses, especially in the sportswear industry.

Originality: This research discusses the analysis and documentation of customer brand value co-creation based on the time risk of online brand communities in the sportswear industry.

1. Introduction

Developed countries consider the sports industry an essential economic, political, and social pillar. It is one of the leading industries in developed countries that has tremendous effects on the national economy of countries. So, sports have become one of some countries' most profitable economic fields (Sarlab et al., 2018). The investigation by the international organization Euromonitor shows that during the last three years, the global clothing industry has had a strong performance due to the increase in sportswear sales. For the third year, athletic apparel sales have outpaced other items, growing nearly 7 percent in 2017; the percentage was 8.2%, and it was expected to reach 10.4% in 2022 (Wang et al., 2019). The sportswear industry has a trend towards appropriate design and sports design. Sports interested people combine their desired sports activities with their related clothes to be more attractive and fashionable during training. Therefore, all modern sportswear companies target the youth market. Usually, teenage and young people pay more attention to wearing brand clothes, and in the sportswear market, most purchases belong to this group. They spend a lot of money to promote themselves, to be up-to-date and beautiful in their clothes.

Therefore, the sportswear industry has always had fans from this segment, and many famous companies have focused their sportswear on young people (Mortazavi-far et al., 2018). Due to the activities of big giants of the world's sportswear industry, such as Nike, Adidas, Puma, etc., attracting and retaining customers in the sportswear industry by domestic manufacturers have become much more complex. Although the quality of some Iranian sports brands may be equal to their competitors, the tendency and desire of consumers towards foreign brands are more; we have few reliable and influential brands in Iran (Heydari et al., 2022).

Various tools exist to advertise and identify domestic sports brands, and social media are valuable. The increasing use of social networking sites gradually changes the advertising platform of companies from traditional media to social media (Lee & Hong, 2016). Just as companies are moving towards globalization with the emergence of digital marketing and artificial intelligence, brands are also changing towards the online world to better communicate with customers and improve their representative service role (Cheng et al., 2016). In the past, organizations were limitedly informed about customers' needs, and the failure of many new products was considered a matter of course due to ignoring the suitability of dimensions and features of goods and services with the needs and demands of customers (Pinho et al., 2014). The emergence of logical service dominance has changed the marketing paradigm and introduced a new approach regarding customer participation in the joint creation of value (value co-creation). Since forming shared value with customers requires alignment and planning, implementation, and control of extensive actions at different levels of the organization and among customers, it is considered a strategic issue (Gupta et al., 2020).

Value co-creation is a process in which various parties produce valuable results together. Unlike traditional online platforms, companies and consumers can act as buyers and sellers through SEP. Co-creation of brand value is broadly a concept of value creation (Tajvidi et al., 2020). It involves customers and stakeholders in all businesses and

encourages customer loyalty (Nadeem et al., 2020). So, the co-creation of brand value as a broad structure in marketing has been expanding in recent decades. This issue became critical when Vargo and Lusch (2016) mentioned that marketing is moving towards a more service-oriented logic. Despite much research on creating value, little has been done to create brand value. While there is a broad recognition that customers and companies always create business value (Vargo & Lusch, 2016).

Harmeling et al. (2017) argued that despite this new point of view, how can customers help create brand value, and how can their value be evaluated? No research can systematically investigate the nature of creating business value, and the existing studies have presented different measures concerning creating brand value (Ranjan & Read, 2016). According to what was said, other traditional marketing approaches, which consider customers rational decision-makers who only focus on the desires and benefits of goods and services and their quality, have become less valuable. The importance of a powerful brand in developing and promoting various businesses cannot be denied, and the brand is an asset. Also, it is considered a strategic tool for every company and industry (Sarlab et al., 2018). It seems that customer value co-creation strongly predicts customers' actual purchase behavior and, in turn, can better predict customer satisfaction. Under the influence of several factors, a positive and pleasant brand experience is formed in customers' minds, influencing their decision-making, one of the most critical factors being the co-creation of customer value (Safari Takei et al., 2019). Sportswear brand agencies know the customer is always at the top of their plans. Because the customer's attention to an economic unit, in addition to financial profit, also provides the possibility of competition. Therefore, honoring customers has been popular in the world for years. Researchers have considered all marketing mix elements in most related research as necessary. Still, usually among them, the product and price elements have been the most critical factors influencing sports and non-sports customers' purchase decisions in sports research.

The review of previous studies showed that limited studies had been done on brand valuation in domestic and foreign sportswear and products. Also, the co-creation of customer brand value in sports products and goods is one of the topics that researchers have neglected, and limited research has been done on it only in these few years. On the other hand, in Iran, supporting the production and consumption of domestic goods, including sportswear, has always been the priority of economic and commercial policies.

Currently, the sportswear industry, especially domestic sportswear brands, is not in good condition in our country. So, one of the reasons for this can be the lack of positive experience from a brand and the lack of strength of sports brands compared to foreign competitors in estimating the needs and demands of sports customers. This weakness of sports brands can be caused by the ignorance of manufacturers and sellers about the co-creation of inappropriate customer value. On the other hand, it is based on perceived risk, which leads to the emergence of other essential and influential elements of psychological cognition in online shopping. The current research seeks to fill the existing gaps in this direction. Majid online store has designed various online marketing strategies. But to what extent its advertising plays a role in increasing customers' desire and reducing their perceived risk for online shopping is essential. Based on this, the central question of this

research is: How is documenting customer brand value co-creation based on the time risk of online brand communities in the sportswear industry?

2. Theoretical Background

2.1. Value Co-creation

The development of social media has stimulated attention to new issues related to branding (Ahn et al., 2019) because social media provides a virtual space for users to share their brand experiences and act as a critical driver of the co-creation of brand value (Lou et al., 2021). Based on the logic of service excellence, value is perceived by customers, created with them, and added to output through production or marketing functions. To understand the value co-creation process, customers and service providers are considered resource integrators. Each actor can only provide value propositions; values are provided when each actor participates in co-creation (Vargo & Lusch, 2016). Mai and Ketron (2022) define value co-creation as "the collaborative activity of parties involved in direct interaction, intending to help to create mutual value (Mai & Ketron, 2022)." Value co-creation occurs through cooperative and interactive seller-customer processes. Sellers communicate with customers to understand and identify hidden perceptions and preferences to achieve benefits and create richer customer experiences (Bu et al., 2022). Prahalad and Ramaswamy (2004) developed the theory of co-creation of value in the early 21st century to describe the co-creation of value by customers and businesses (Prahalad & Ramaswamy, 2004). They provide new methods to create value for future competitiveness (Kraus et al., 2017). Researchers have studied value co-creation from different perspectives and disciplines, including service logic, and emphasize the role of customer knowledge and skills in the value creation process (Li et al., 2021). Navarro et al. (2014) state that the process or actions of customers and sellers in mutual knowledge exchange are called co-creation (Memili et al., 2018).

2.2. Customer's perceived time risk

Perceived risk is the uncertainty about the possibility of undesirable results from using a product or service. There are many types of perceived risk, but this study only considered time risk because the participation of customers in creating a new product depends on their time and effort (Alves et al., 2016; Featherman & Pavlou, 2003). Perceived time risk refers to the time spent shopping (Cocosila et al., 2009; Tseng & Chiang, 2016). A purchase decision can lead to customers losing a lot of time by researching the product, making the purchase, and learning how to use it. However, there are doubts about whether the time spent to co-create a new product with the company will lead to the production of products that reflect the customers' imaginations or not (Soltani et al., 2016). There is no guarantee that the product customers have helped will have the same appearance and performance as they expect. Today, they care about time, and it has been proven that they most likely do not accept technological methods with a high time risk (Yang & Li, 2016). A summary of the history of domestic and foreign research can be seen in Table 1.

Table 1. A brief of the literature review.

Results	Research context	Researchers
The participation of the online brand community plays an essential role in the co-creation of customer value. Enjoyable/experiential content provides the most engagement.	Creating luxury brand value with online brand communities in service exposure.	Chapman and Dilmperi (2022)
Privacy security has played a positive role in co-creating customer value.	The Role of privacy risk in customer value co-creation.	Shah et al. (2021)
Information sharing and social commerce, social support, and quality of communication significantly impact value co-creation.	Co-creation of brand value through shared information in social commerce: The role of social media.	Tajvidi et al. (2020)
Privacy risk, privacy control, and collaborative norms significantly affect consumer trust and brand value co-creation.	Ethical, social business and co-creation of brand value.	Wang et al. (2020)
The level of customer involvement is directly related to their perception of value, and the customer's previous experience moderates this relationship.	The effect of creating shared value on the particular importance of the hotel brand and customer satisfaction.	González-Mansilla et al. (2019)
Co-creation includes the four-way behavior of created collaboration, the role of development, feedback, and support in creating brand value.	Conceptualization and validation of customer brand co-creation behavior.	France et al. (2018)
Customer-owned resources positively and significantly affect customers' perceived brand value. Also, brand skill has a positive and significant impact on customers' perceived brand value; and then brand communication has a positive and significant impact on customers' perceived brand value.	Co-creating customer value through motivation and customer-owned resources.	Merz et al. (2018)
A positive relationship exists between the company's innovative activities, brand co-creation, and consumer brand involvement.	The relationship between customer value co-creation and customer mental involvement.	Hsieh and Chang (2016)
The platform for co-creating customer value through brand equity has a significant relationship with customer loyalty.	Co-creating brand value in a digitized world.	Ramaswamy and Ozcan (2016)
Brand, consumer, and customer value creation experiences contribute to co-creating brand value.	Explaining and predicting purchase intention after brand value co-creation encounters.	Choi et al. (2016)
All four dimensions of value creation have a positive and meaningful effect on the customer relationship.	The effect of value co-creation activities on building a harmonious brand community and gaining brand loyalty in social networks.	Lou et al. (2021)
Integrating the brand value chain and service-dominant logic leads to a strong theory of industrial service brand value and brand performance.	Critical dimensions of brand value co-creation and its impact on customer perception and brand performance.	Zhang and He (2014)
Competency structure, capacity, and culture form the framework of the organizational capability to create value.	Value co-creation infrastructures in the digital age.	Williams (2013)

3. Methodology

The study has a qualitative and inductive approach. Data analysis was based on thematic analysis. We collected data by studying and reviewing documents, library materials, and semi-structured interviews. The participants were university faculty members, experts, and co-creators of value in online communities. For this purpose, eleven people with valuable executive and academic experience were selected. They were business management professors from different universities, senior marketing and branding managers, and business development managers. Interviews continued until theoretical saturation and data analysis were done simultaneously. To rank and summarize the data obtained from the interviews, the thematic analysis method was used using Maxqda software. In this research, getting the observers' opinions about the validity of the

interpretations and findings was used to check the study's validity. In this way, the results and arrangements made in this research were provided to the participants to comment on them. The Kappa index was used to measure the designed framework's reliability. In this way, another person, as an expert, has categorized the themes without knowing how to integrate the themes created by the researchers. The themes presented by the researcher have been compared with those offered by this person. Finally, according to the number of similar and different themes, the Kappa index was calculated using SPSS software and confirmed.

Table 2. Characteristics of the Interviewees.

Job-status	Activities	Participants
Director of the market development company	Digital business	P1
University associate professor	Electronic commerce	P2
Marketing Consultant	Electronic commerce	P3
Online business consultant	Electronic commerce	P4
University associate professor	Marketing	P5
University professor	Electronic commerce	P6
Executive Director of Development and Trade Company	Online Marketing	P7
University professor	E-learning	P8
Marketing Director	Clothing Industry	P9
Researcher	Clothing Industry	P10
IT manager of an e-commerce company	Digital business	P11

3.1. Data analysis

This research identified open codes through theme analysis. Then, the concepts and categories were counted. 62 basic themes, 19 organizing themes, and six comprehensive themes were identified. In the following, each of these themes will be examined. For the theme of customer-oriented behaviors, four organizing themes were identified, which include audience involvement, user participation, brand loyalty, and trust building.

The audience's involvement is shown by sharing, liking, and registering comments. It has become a keyword in the media industry. The audience is consumers who are active readers, content co-creators, and participants in distributing and publishing content in the media (Djerf-Pierre et al., 2019). P_{11} participant stated that *"the audience chooses the media to meet their cognitive, emotional, personal, and social needs."*

User participation: User participation is a degree of effort, priority, knowledge, or other resources used in production and transformation to have an active role in consumption and production (Carlson et al., 2019). P_{11} participant stated that "*cooperative and voluntary customer behaviors have recently been considered vital resources that increase company profitability and brand performance."*

Brand loyalty is a consumer's positive behavioral or emotional response to a brand. Clothing manufacturing companies must maintain and increase sales revenue. Users tend to share their experiences with the company, so they express loyalty and enjoyment (Nayeem et al., 2019). P_{10} participant stated, "*Because consumers are exposed to different brands daily, marketers are very interested in differentiating products from their competitors."*

Trust: It shows the degree of consumer trust who can register the order as complete as possible on social media. P11 participant stated that *"consumers should correctly receive their product orders without any deficiencies."*

Table 3. Topics related to customer-oriented behaviors.

Participants	Basic themes	Organizing themes	Comprehensive themes
P1, p3, p9, p6, p8, p9	Provide a better experience	Audience involvement	Customer-oriented behaviors
P2, p4, p9, p11	Saving time		
P1, p4, p5, p8, p10	Gain respect		
P1, p3, p5, p6, p7, p11	Announce audience		
P2, p4, p5, p6, p8, p10	Knowledge sharing	Use participants	
P1, p2, p4, p6, p7, p9	User sense of belonging		
P3, p4, p6, p8, p9, p11	Users' belief in purchasing ability		
P2, p3, p5, p6, p8, p9, p10	Participation in advertising		
P1, p2, p4, p5, p8, p9	Feeling useful		
P1, p2, p4, p7, p8, p10	Brand reputation	Brand loyalty	
P1, p3, p4, p6, p8, p11	Offering distinctive products		
P1, p2, p3, p5, p8, p9	Identify business opportunities		
P2, p3, p6, p7, p9, p10	Striving for customer trust	Trust building	
P1, p2, p4, p6, p8, p11	No misuse of user information		
P3, p4, p5, p7, p9, p10	Ensuring privacy regulations		

Three organizing themes were identified for the corporate branding theme: user involvement, privacy, and Customer valuation.

User involvement: The popularity and importance of social media in the modern business world have led to the emergence of a new topic called customer engagement (Hudson & Thal, 2013). Ten participants stated, "*Due to the increasing importance of social media worldwide, companies' social networks are growing at an increasing speed, and they intend to establish online involvement among their users."*

Privacy: deals with the uncertainty associated with personal information provided in online systems and the risk of such information being exposed to unwanted people or groups (Hallock et al., 2019). P10 participant stated, "*One of the essential issues that social media should pay attention to is that their users and customers are assured that their information will not be used in any other way without their permission, knowledge, and consent."*

Customer valuing means respecting customers and measuring their satisfaction on social media (Ramaswamy & Ozcan, 2016). The P11 participant stated, "*All trade unions should match their products with what is shared in social media to verify their authenticity."*

Table 4. Topics related to corporate branding.

Participants	Basic themes	Organizing themes	Comprehensive themes
P3, p4, p5, p7, p8, p9	Attention to customer needs	User involvement	Corporate branding
P1, p2, p3, p6, p8, p11	Attention to customer complaints		
P1, p2, p5, p7, p8, p9	Answering customer questions		

Participants	Basic themes	Organizing themes	Comprehensive themes
P2, p3, p4, p5, p9, p10	Data collecting related to customer information	Privacy	
P1, p2, p6, p7, p9, p10	Compliance with customer regulations		
P1, p2, p4, p6, p7, p8	Non-disclosure of customer information		
P1, p2, p3, p5, p8, p11	Mutual understanding of customer values	Customer valuation	
P1, p2, p7, p8, p9, p10	Online order confirmation		
P1, p2, p4, p6, p8, p10	Responding to customer needs		

For the customer's emotional perception theme, three organizer themes were identified: brand self-expression, security, and repeat services.

Self-expression of the brand in social media is a personal branding process that controls or affects the virtual space or audits the social media itself. Sharing or commenting can strengthen users' social status (Scolere et al., 2018). In this regard, the P9 participant stated, "*self-expression of brands is not only shown openly in the real world; Rather, they can be identified through their presence on social media.*"

Security refers to the safety of online transactions, including protection against malware and unauthorized access to personal financial information (France et al., 2018). P11 participant stated that *"phishing has become the primary concern of social media users."*

Re-service means providing continuous services in case of purchase failure on social media (Ismael, 2022; Saatchian et al., 2021). P10 participant stated, "*Social media should immediately analyze and troubleshoot software problems and ensure customer satisfaction attraction.*"

Table 5. Topics related to the emotional perception of the customer

Participants	Basic themes	Organizing themes	Comprehensive themes
P1, p3, p4, p6, p8, p9	Adherence to ethics in the media	Self-expression of brand	
P3, p4, p6, p7, p9, p10	The customer's perception of the company's needs		
P1, p2, p7, p8, p9, p10	Sharing customer experiences		
P1, p2, p4, p5, p8, p11	Not limiting media activities	Security	customer's emotional perception theme
P3, p4, p5, p7, p9, p10	Maintaining the security of the media in disclosing information		
P1, p5, p6, p7, p10, p11	Satisfaction with media services		
P1, p2, p3, p8, p9, p10	Strong dependence on the company's products	Re-Service	
P1, p2, p4, p5, p6, p8	Creating pleasant experiences for consumers		
P1, p3, p4, p5, p10, p11	Meeting customer expectations		

We identified three organizing themes for value creation: market orientation, perceived brand quality, and association.

Market orientation is observable behaviors, including information gathering, processing, and coordinated functions (Wang et al., 2020). P11 participant stated that

"reputable brands in the clothing industry should meet market needs. Then, identify and design their products".

Perceived brand quality is the customer's perception of the overall quality or superiority of a product or service according to the purpose of that product or service. Compared to other products or services in the market (Agmeka et al., 2019). P_{11} participant stated that *"the quality perceived by customers could help develop the specific market share of the clothing industry."*

Brand association is everything related to the brand in memory. It represents the basis for purchase decisions for brand loyalty and creates value for the company and its customers (Chang, 2016). P_9 participant stated that *"people's attitudes and association with the quality of consumed products could significantly influence their mental association to buy again."*

Table 6. Items related to value creation.

Participants	Basic themes	Organizing themes	Comprehensive themes
P3, p4, p5, p7, p8, p10	Responsiveness to the target market	Market orientation	Value creation
P1, p2, p4, p7, p10, p11	Positive and negative reviews and receiving feedback from market performance		
P1, p3, p4, p6, p8, p9	Knowledge of social media		
P1, p2, p4, p5, p7, p10	Get high-quality products	Perceived brand quality	
P1, p3, p4, p7, p8, p11	Fair prices		
P4, p5, p6, p7, p9, p10	Fast service		
P2, p3, p4, p5, p8, p9	Help users interact with social media		
P1, p2, p7, p8, p9, p10	Clarity of customer demands	Brand association	
P1, p2, p3, p7, p8, p11	Explaining the hidden needs of customers		
P1, p2, p3, p5, p8, p9	Paying attention to the opinions of users in the media		
P1, p2, p7, p8, p10, p11	Performance in line with customer expectations		

We have identified three organizing themes for communication marketing. They include behavioral tendencies, online recommendations, and brand image.

Behavioral tendencies mean the consumer's behavior when facing a brand, choosing, and deciding to buy it (Norouzi et al., 2021). P_{11} participant stated that *"the customer's desire in groups and social media to advertise a specific product requires behavioral feedback from that person in using the products."*

Online recommendations are information published by the consumer or someone other than the original sponsor (Ghorbani Ghavidel & Shabgo Monsef, 2014). P_8 participant stated, "*The perceived quality of product consumption determines the degree of recommendation and promotion of customers in social media."*

Brand image is a perception formed by associating brand meanings in the customer's mind (Kiani & Nazari, 2022). P_{11} participant stated, "If customers are *satisfied by receiving valuable products, they will have a bold image of up-to-date and customer-oriented services."*

<p style="text-align:center">**Table 7.** Items related to communication marketing.</p>

Participants	Basic themes	Organizing themes	Comprehensive themes
P5, p6, p8, p9, p10, p11	Prevent negative user comments	Behavioral tendencies	Relationship marketing
P1, p2, p6, p7, p8, p10	Constructive consideration of customer feedback		
P3, p4, p6, p7, p8, p11	Recognizing the importance of customer opinions		
2P, p3, p4, p7, p9, p11	Expressing emotions by customers on social media	Online recommendations	
P1, p2, p3, p7, p9, p11	Creating pleasant experiences for users		
P1, p2, p4, p9, p10, p11	Offering unique products		
P3, p4, p5, p7, p8, p9	To vote for the services provided	Brand image	
P1, p2, p5, p6, p8, p10	Obtaining information and awareness of the desired brand		
P1, p2, p6, p7, p8, p11	Guaranteed delivery of goods to destination		

For the theme of expected risk, three organizer themes were identified, which include brand awareness, customer identification, and brand love.

Brand awareness is the potential buyer's ability to recognize and remember that a brand is in a particular product category (Ahmadifard et al., 2017). P11 participant stated that *"the level of customer perception and awareness of different brands could help brand sports products."*

Customer identification refers to a person's sense of identity with the brand and expresses a psychological state that leads to understanding, feeling, and valuing his relationship with the brand (Hadadian et al., 2016). P9 participant stated that *"loyal customers consider themselves part of the brand and pay attention only to this brand in different situations."*

Brand love is a degree of a satisfied customer's emotional enjoyment of a specific brand (Mazloomi Soveini, 2022; Sotoudeh, 2018). P10 participant stated that *"the level of interest and love for a particular brand only occurs when customers have obtained the quality of the products they need."*

<p style="text-align:center">**Table 8.** Items related to expected risk.</p>

Participants	Basic themes	Organizing themes	Comprehensive themes
P2, p3, p4, p6, p9, p10	Customers' perception of the desired brand	Brand awareness	Expected risk
P1, p2, p5, p7, p8, p11	Having sufficient knowledge of how the media works		
P1, p3, p4, p7, p9, p10	Helping others to understand the media		
P2, p4, p6, p7, p9, p10	Customer identity	Customer identification	
P1, p2, p5, p7, p9, p11	A strong sense of belonging to the brand		
P1, p2, p4, p6, p7, p9	Strong emotional attachment to the brand		

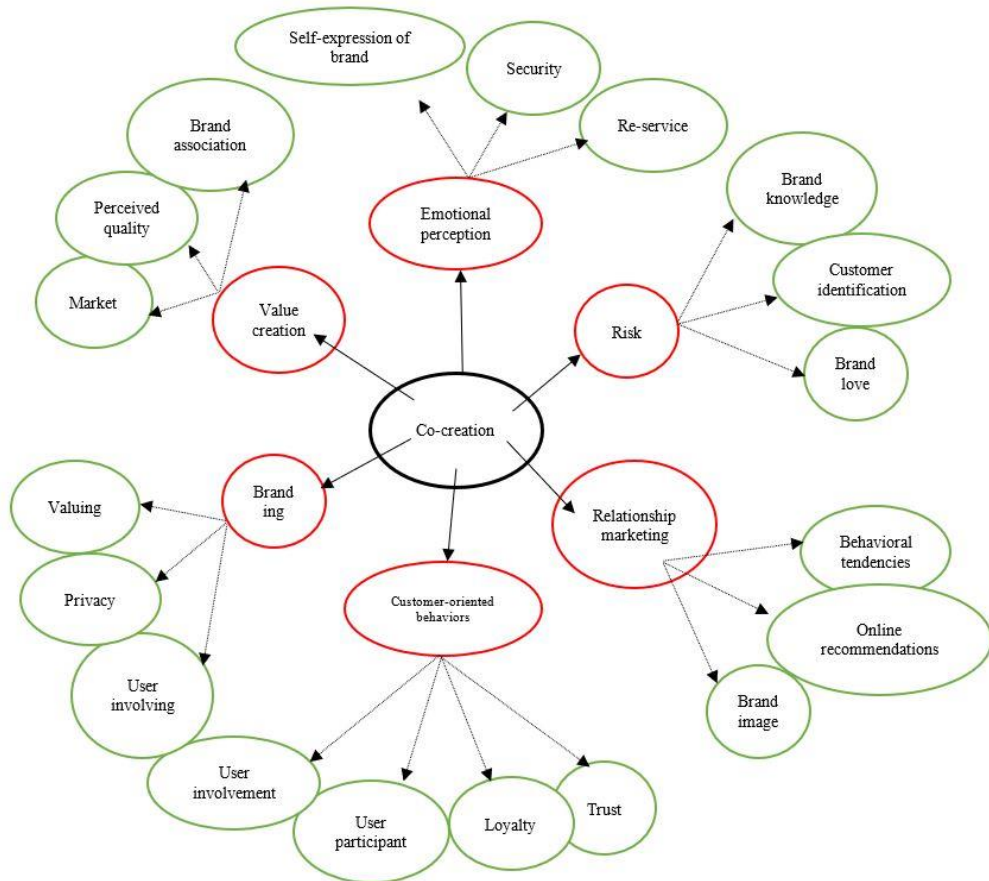| Participants	Basic themes	Organizing themes	Comprehensive themes
P1, p2, p5, p7, p8, p9	Belief in the expressed capabilities of the brand	Brand love	
P4, p5, p6, p7, p8, p10	Not limiting the activities of customers and social media users		
P1, p6, p7, p8, p9, p11	Brand-customer interdependence		

Figure 1. The network of brand value co-creation themes in the apparel industry.

4. Results and discussion

Thematic analysis results identified six antecedents: customer-building behaviors, corporate branding, customer emotional perception, value creation, communication marketing, and expected risk. They are influential factors in documenting the co-creation of customer brand value based on online brand communities in the sportswear industry.

The review of research literature and in-depth interviews showed that customer-oriented behaviors in the sportswear industry affect the co-creation of customer brand

value. This overarching theme has three organizing themes audience involvement, user participation, and customer loyalty. Audience involvement can play a positive role in improving the synergistic conditions of brand value. Of course, engaging the audience is a broad concept that includes various phenomena such as exposure, attention, interaction, and engagement. (It is consistent with the opinions of interviewees P_1 and P_2). Conflict begins with exposure but is combined with other behavioral and psychological experiences. (It is compatible with the views of interviewees P_3 and 4, 8). However, research on audience engagement usually focuses on the production, consumption, interaction, or dissemination of information and the collection of measurement criteria for this type of engagement (Constantinides & Dowell, 2018). Recently, customers' cooperative and voluntary behaviors have been considered vital resources that increase the company's profitability and brand performance (Roy et al., 2018) to have a positive effect on creating co-creation by them. Consumers are exposed to different brands daily, so marketers want to differentiate products from their competitors. (It is consistent with the opinions of interviewees P_2, P_4, and P_9). Loyalty to a particular brand can strengthen the user's relationship with the brand. Therefore, it is likely that with the rapid growth of the Internet, users will become loyal to sportswear brands through social media (Coelho et al., 2018). These results are consistent with the findings of (Hsieh & Chang, 2016; Zhang & He, 2014).

Corporate branding was another theme that played a role in co-creating sportswear brand value. User involvement is another theme that directly affects the co-creation of customer brand value. Due to the increasing influence of social media worldwide, companies' social networks are growing at an increasing speed and intend to establish online engagement among their users (Tunca, 2019). Companies spend more on social media. (It is consistent with the opinions of interviewees P_3 and P_6). Because users spend more time on social media, it is easier for them to target smaller segments of users on social media. It is usually more expensive to reach many social media users than traditional marketing channels such as television advertising. Print and radio are less (Le, 2018). Among other themes that played a role in co-creating the value of the sportswear brand was privacy protection. (It is consistent with the opinions of interviewees P_5 and P_8). Respecting customers' privacy can play an essential role in building their trust. Also, valuing customers in the co-creation of customer value has a direct role. (It is consistent with the opinions of interviewees P_7 and P_9). Customers' perceived value from using products can play an essential role in developing their value creation. These results are consistent with (Choi et al., 2016; Tajvidi et al., 2020).

The theme of the customer's emotional perception significantly impacts the co-creation of sportswear brand value. The self-expression of the brand is not only clearly shown in the real world; Rather, they can be identified through their presence on social media. In this regard, Moliner et al. (2018) argue that customers use brands to build their personal and public self-concepts (Moliner et al., 2018). Another theme mentioned in the current research as subsets of customers' emotional perception is the users' security category. This means that users can easily and without worry carry out their financial activities and credit transactions on social media (Lutz et al., 2018). Repeat service is one of the other categories mentioned in the theme of the emotional perception of the customer. (It is

consistent with the opinions of interviewees P₃ and P₆). Suppose reliable brands are thinking about satisfying the needs of their customers by providing sales services for their products. In that case, the customers are also in line with understanding such services concerning repeat purchases. (It is consistent with the opinions of interviewees 2, 7). They act through social media (Lou et al., 2021). These results are consistent with the research findings of (France et al., 2018; Shah et al., 2021).

Value creation is one of the primary themes in influencing customer brand value co-creation. This theme expresses the development of consumer sportswear values and includes three sub-components: market orientation, perceived brand quality, and brand association. Market orientation analyzes the capabilities of sportswear manufacturing companies in competitive market conditions and makes reputable brands as market leaders pay special attention to their sales strategies (Luarn et al., 2015). Perceived quality of the brand is one of the other sub-themes mentioned in the value creation theme. (It is consistent with the opinions of interviewees 1, 4, 9). Perceived quality can directly impact the decision of users and customers to make repeat purchases or online advertising. When customers perceive a desirable quality understood, it is evident that they will talk to others about their experience of this purchase (Cuong, 2022). Brand association is one of the other factors influencing the co-creation of customer brand value, which has been noticed in the sportswear industry. (It is consistent with the opinions of interviewees 3, 8). The product is associated with a customer's need through commercial advertisements in this method. This method is closely related to classical conditioning. The key to the success of this method is its high repetition. This method creates a motivational state in the audience that leads consumers to engage in specific behaviors, including a more positive response to advertisements and a positive attitude toward a particular commercial (Fakour et al., 2015). These results are consistent with the findings of (González-Mansilla et al., 2019; Lou et al., 2021).

Another comprehensive theme in the current research is communication marketing, which includes behavioral tendencies, online recommendations, and brand image indicators. Being aware of people's behavioral trends can be very important. If we know people's attitudes, we can predict their behavior and have control over their behavior. For example, suppose companies are aware of people's behavioral tendencies toward the services they provide. (It is consistent with the opinions of interviewees 1 and 4). In that case, they can better adapt their services to people's behavior and, in this way, guarantee more people's satisfaction and more profit. Online recommendations can be practical if customers have a favorable perception of using sports products. (It is consistent with the opinions of interviewees 7, 9). Companies should pay attention to the fact that the essential tool in social media is online advertising by customers, which is created if they are satisfied with sports products (Hashemi Nesab, 2016).

Brand image is also one of the themes presented in this research. It is an integral part of marketing in which customers infer the quality of products according to the brand image and then express their purchase behavior (Casidy et al., 2018). Brand image represents an essential aspect of marketing activities and is a mental image or perception of a brand or a branded product or service. It includes symbolic meanings that consumers associate with the specific features of the product or service in their minds. (It is consistent

with the opinions of interviewees 5, 9). The brand image reflects consumers' emotional or reasoning perceptions concerning brands. It includes a set of customer beliefs about a specific brand based on the internal and external characteristics of the market supply, which leads to the quality of perception and customer satisfaction (Nasib et al., 2022). Fasha et al. (2022) stated that the brand image is subjectively perceived and interpreted according to customers' logic or sensitivity (Fasha et al., 2022). These results are consistent with the research findings of (Ramaswamy & Ozcan, 2016; Wang et al., 2020).

Expected risk is one of the other inclusive themes mentioned in the present research. The most important reference of this theme is the time dimension, which is considered the most valuable category in the co-creation of customers' value. This theme has three organizing themes: brand awareness, customer identification, and brand love. Brand awareness is the brand's power and presence in the consumer's mind. It is a reliable measure to measure the power of the brand (Ismael, 2022) and is defined as the power of the brand's presence in consumers' minds. (It is consistent with the opinions of interviewees 3, 5). If the customers are relatively aware of the products, their perceived risk is low, and they act more decisively toward buying sports products. A high level of brand awareness is considered a sign of quality and helps consumers in making decisions (Mirniam, 2017). Therefore, brand awareness can be regarded as a factor underlying brand loyalty and valuable in co-creating customer brand value. (It is consistent with the opinions of interviewees 1, 5). Customer identification is one of the other themes of the organizer in the current research, which has a high proportion to the perceived risk of customers. Brand identity is tangible and perceived through the senses. Brand identity is the main essence of any brand (Sharma et al., 2021).

By defining its brand identity, every company gives this message to its business partners, customers, and employees about how we are an organization and with what goals. In other words, by defining this identity, the company draws its desired mental image to be formed in the customer's mind in the future. (It is consistent with the opinions of interviewees 4, 8). Analyzing customers' brand identity makes them build trust and take less risk than buying products (Ahmadifard et al., 2017). Love for the brand is one of the organizer's themes, pointing to the fact that only satisfying consumers in today's competitive market will not be enough to continue success. In this era of fierce competition between brands and customer indifference, brands must become "a symbol of love and respect in the eyes of consumers" to survive in the market (Song et al., 2019). These results are consistent with (Chapman & Dilmperi, 2022; Merz et al., 2018).

According to the obtained results, practical suggestions are provided. A valuable and user-friendly interface should be designed for users so social media customers do not face problems. Users' and customers' satisfaction is essential for social media; they must achieve their happiness by creating pleasant experiences and meeting users' expectations. Provide services meaningfully and emphasize the formation of emotional dependence between themselves and users to make them commit to themselves. Also, they must fulfil their promises so that users trust their abilities and capabilities.

Furthermore, have direct and unmediated communication with their users and maintain this communication, and remember that social networks are more suggestions to establish these communications. Also, they can provide services based on user or customer

preferences. In other words, prepare detailed and customized answers and solutions for each user so that users receive unique experiences. Social media should have a market orientation to pay attention to the needs and demands of the market and act accordingly to meet the requirements. They should surpass competitors in providing service to customers and users and try to offer specific services. Social media can help identify new business opportunities for social change and commercialize ideas for social media. Social media should know the business values of users and then respect those values, even if they differ from theirs. Also, they should react quickly to problems that arise for users and customers and try to solve them. If customers have complaints, they must be receptive and not show undue resistance to their complaints and discomfort. Since every research has limitations, one of the most critical constraints is little generalizability due to using a qualitative approach. The current study has identified the antecedents of customer brand value co-creation in the apparel and sports industries. Therefore, great care should be taken to generalize its results to other organizations and environments. Future researchers are suggested to analyze the current research in one of the reputable domestic and foreign brands and make constructive suggestions from the results of their comparison.

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مستندسازی هم آفرینی ارزش برند مشتری مبتنی بر ریسک زمانی جوامع برند آنلاین در صنعت پوشاک ورزشی

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چکیده

هدف: هدف از اجرای پژوهش، تحلیل نقش مستندسازی هم آفرینی ارزش برند مشتری مبتنی بر ریسک ادراک شده در صنعت پوشاک ورزشی بود.

روش: در این پژوهش به تحلیل کیفی مصاحبه با ۱۱ نفر از خبرگان و صاحبنظران حوزه تجارت الکترونیک در ایران پرداخته است. این افراد به صورت هدفمند انتخاب شدند و از طریق مصاحبه‌های نیمه ساختاریافته داده‌ها گردآوری شدند. پس از تحلیل داده‌ها ۶۲ مضمون پایه استخراج، و از میان این مضامین ۱۹ مضمون سازمان دهنده و ۶ مضمون فراگیر به دست آمدند.

یافته‌ها: یافته‌های این پژوهش بیانگر این است که پیشایندهای هم آفرینی ارزش برند مشتری مبتنی بر ریسک ادراک شده در صنعت پوشاک ورزشی شامل ۶ مضمون فراگیر شامل رفتارهای مشتری ساز، برندسازی شرکتی، ادراک عاطفی مشتری، خلق ارزش، بازاریابی ارتباطی، ریسک مورد انتظار می‌باشند. بنابراین، ابعاد مختلف هم آفرینی ارزش مشتری می‌تواند در توسعه کسب و کارهای آنلاین بهویژه صنعت پوشاک ورزشی نقش موثری داشته باشد.

اصالت و ابتکار مقاله: این پژوهش مستندسازی ارزش برند مشتری را بر اساس ریسک زمانی جوامع برند آنلاین در صنعت پوشاک ورزشی مورد بحث قرار داده است.

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