

## Fostering Value Co-creation as a Determinant for Customers' Satisfaction in the Corporate Identity

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### **Abstract:**

Co-creation is a contemporary trend in design centered on the service-dominant logic rather than product as it was previously. It is based on the subjective experience as a result of the interaction between the company and customers within a specific organizational framework that allows them to share ideas, suggestions and apply them in the design and promotion of products according to their skills and capabilities; which enhances the mental and psychological fulfillment and self-actualization as an added value to them.

In addition to fulfilling their special needs according to their implemented expectations by the organizational management and its stated strategy. Therefore, the research should address the conceptual framework for building a co-creation capability and identifying the customers' roles in coordination and integration with the provision of all information, operand and operand resources needed by the company's specialists through the activation of participation via interactive communication technology on its website and social media platforms which contributes to the success of this system in achieving the competitive advantage. Hence, the problem of research is how to enhance the value co-creation by activating the role of customers in design strategy and the marketing for products to build their own subjective experiences as an alternative to focus only on consumption. And what is the impact of perceived values for mass customization of products on customers' behavioural intentions.

The study aims to stimulate the serious participation of customers in creation to provide them additional value by acquiring knowledge and developing skills through a coherent organizational framework besides the importance of applying customized offers and services to meet their needs accurately.

The research follows the descriptive and analytical methodology through presenting examples of product packaging design to support the methods for activating value co-creation and mass customization in marketing.

One of the most important results of the research is to highlight the importance of applying the concept of value co-creation by customers as a contemporary trend in marketing in order to achieve a competitive advantage for the company and ensure the highest degree of belonging and customer satisfaction.

This study concludes the importance of developing an integrated framework to take advantage of the diverse capabilities of customers as an effective element in creating the value co-creation in the corporate identity.

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