

Research on Value Co-Creation Behavior and Its Influence on Consumers' Purchase Intention in User-Generated Content Communities

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Abstract. This paper investigates the mechanisms underlying the influence of value co-creation on consumer purchase intention within User-Generated Content (UGC) communities. Grounded in Social Exchange Theory and the Stimulus-Organism-Response (SOR) model, we develop a theoretical framework linking value co-creation behavior, perceived value, community atmosphere, and consumer purchase intention, from which we derive our hypotheses. Employing a questionnaire-based survey, we engage in rigorous empirical analysis. Our findings indicate that both customer participation behavior and customer citizenship behavior exert a positive influence on purchase intention within UGC communities. We further reveal that perceived value mediates the relationship between value co-creation behavior and purchase intention, while community atmosphere acts as a moderator within this relational dynamic. In conclusion, we extrapolate management insights pertinent to brand marketing strategies within UGC communities, thereby offering practical guidance based on our research outcomes.

Keywords: Value Co-creation Behavior; Perceived Value; Community Atmosphere; Purchase Intention.

1 Introduction

The advent of the mobile internet era has precipitated the proliferation of UGC communities, establishing platforms for users to disseminate and reciprocate information. These UGC communities have bridged the gap between consumers and corporations, fostering a collaborative environment for value co-creation endeavors[1]. Within these digital conglomerates, consumers stay informed about the latest product trends and services, actively engaging in value co-creation through mechanisms such as monitoring, posting, and consistent follow-up activities[2]. Such value co-creation behaviors enable consumers to impart their experiential knowledge, shaping brand perceptions[3]. The service-dominant logic and the value co-create behaviors. Consequently, the paradigms of service-dominant logic and value co-creation have ascended to the forefront of contemporary research.

Despite these advancements, a pragmatic challenge persists: the transmutation of substantial consumer traffic within communities into a stable consumer base. This involves delicately balancing consumer-brand dynamics. Certain enterprises, in their quest for accelerated success, have inadvertently disrupted community ecosystems through excessive interference, thereby engendering consumer skepticism and adverse experiences. Conversely, a segment of

consumers, primarily utilitarian in their community involvement, exhibit minimal emotional engagement, complicating the development of enduring affiliations. Addressing these nuances to optimally leverage UGC communities, transitioning acquired clients into steadfast consumers, and amplifying their purchasing propensities constitutes a universal conundrum for numerous organizations[4]. This study, set against the backdrop of apparel brands in UGC social mediums, delves into the impact of value co-creation behaviors on purchasing intentions, drawing upon the frameworks of social exchange theory and the SOR model. It further scrutinizes the contributory roles of perceived value and community atmosphere within this trajectory, augmenting the scholarly discourse on the online community-based value co-creation influence. Our objective is to provide theoretical acumen and an empirical foundation to inform and guide enterprise marketing strategies.

2 Literature Review and Theoretical Foundations

2.1 UGC Community Value Co-Creation Behavior

UGC pertains to the innovative contributions promulgated by non-professional users across social networking platforms, encompassing diverse ideas and creative expressions[5]. Within the scope of this research, the UGC community is conceptualized as an online virtual environment wherein users autonomously curate and disseminate multifarious content forms through publicly accessible digital platforms, making the content susceptible to peer viewing and interaction.

Normann's seminal work in 1993 catalyzed the discourse on value co-creation, positing that value emerges from the symbiotic exertions of multiple stakeholders, including corporations, consumers, and partners, collaboratively engaged in the co-creative process[6]. Transitioning from the traditional service-dominant logic, value transcends the confines of mere exchange equivalence, embodying utilization and contextual worth actualized by consumers throughout their consumption journey, thereby anointing them as integral value co-architects[7]. Li (2014) extrapolates that within virtual brand communities, value co-creation manifests through incessant reciprocal interactions amongst customers and firms and peer-to-peer engagements spanning phases of design, development, production, and consumption[8]. This iterative co-creative synergy fortifies customer-enterprise relationships, enabling firms to delve deeper into consumer requisites and recalibrate their service paradigms[9]. Moreover, it augments consumer identification, communal belongingness, and sense of self-satisfaction with the company[10]. The co-creation of customer value not only intensifies the relationship between consumers and businesses, but also helps enterprises better understand customers' needs and adjust their adaptive service strategies.

Consolidating the research of scholars at home and abroad, this study concentrates on consumers' value co-creation behaviors. It adopts the framework established by Yi and Gong for the segmentation of value co-creation dimensions[11], dividing consumer value co-creation behaviors in UGC communities into two primary categories: customer participation and customer citizenship behaviors. Customers' participation behaviors include activities ranging from information acquisition and dissemination to interpersonal interactions and assistance solicitation. Concurrently, customer citizenship extends to include feedback contributions, promotional advocacy, and the facilitation of peer assistance.

2.2 Perceived Value

Perceived value holds significant importance for enterprises in forecasting consumer behavior and securing sustainable competitive advantages. It has garnered considerable attention from scholars both domestically and internationally[12]. Zeithaml (1988) pioneered the analysis of customer perceived value, defining it as the customer's holistic perception formed by contrasting the benefits received from a product or service against the assortment of costs incurred[13]. It is pointed out that perceived value is a comprehensive perception of the value a consumer receives when using a good or a service in comparison with a series of costs it pays. Customer perceived value is the balance between the consumer's perceived gains and perceived losses[14]. The customer's perceived value is the balance between the consumer's perceived gain and perceived loss.

By combing through previous literature, it can be found that there will be some variations in the conceptualization of perceived value across different contexts. In his study of virtual brand communities, Jin (2007) classified perceived value into five distinct categories: financial, social, informational, image-related, and entertainment values[15]. When exploring how perceived value affects the purchase intention new products, Li (2017) pointed out that perceived value contains four primary dimensions of perceived value: informational, financial, social, and entertainment[16].

2.3 Community Atmosphere

The term "organizational atmosphere" pertains to the collective understanding and perceptions held by organization members regarding specific events, activities, processes, and behaviors that are potentially rewarded within a particular environment[17]. Within a brand community, members cultivate a profound comprehension of their environmental elements, and in turn, their emotions and behaviors are influenced by these elements of atmosphere[18].

In the study of virtual communities, Zhao (2016) conducted an empirical analysis of the atmosphere within virtual brand communities. Their findings indicated that a supportive atmosphere positively correlates with customers' innovative behaviors. In contrast, a controlling atmosphere serves a partially moderating function[19]. The roles of varying community atmospheres significantly diverge across different community types, especially concerning the relationship between informational impacts and customer behaviors[20]. In a distinct study focusing on a novel community platform for apparel, Fang (2020) utilized a grounded theory approach, revealing a positive correlation between cultural atmosphere and value co-creation behavior[21]. These insights underscore the pivotal role of community atmosphere as a fundamental environmental component, influencing the psychological and behavioral patterns of community members in specific ways.

2.4 Purchase Intention

Ajzen (1991) posited that consumers' purchase intentions stem from an amalgamation of their intrinsic attitudes and various external influences. This intention significantly predicates subsequent purchasing behaviors[22]. Consequently, an augmentation in consumers' purchase intention correlates directly with a heightened likelihood of actualizing the purchase of proposed goods or services[23]. A review of existing literature indicates that determinants of consumers' purchase intention bifurcate into two primary categories: internal and external constituents. The

internal spectrum encompasses individualistic and psychological factors[24]., while the external ambit comprises factors related to the products or services and situational variables. Pertinent product factors predominantly pertain to comprehensive information intrinsic to the product itself. For instance, Sheng (2021) discerned that the packaging color of green products mediates the trajectory, influencing purchase intentions in diverse ways[25]. Moreover, situational elements within the external milieu act as catalysts for consumers' purchase intent. Virtual brand communities, serving as conduits facilitating communication between corporations and consumers, wield influence over consumer purchase intentions. This dynamic enables corporations to orchestrate nuanced business strategies[26]. The virtual brand community as a communication link between enterprises and consumers will affect the purchase intention of consumers to a certain extent, enterprises can implement differentiated business strategies accordingly. Liu (2021) corroborated this notion, citing online reviews as a potent influencer of purchase intentions, particularly within apparel brands and related fields[27]. Online reviews also influence the creation of purchase intentions.

The multitude of personal and environmental factors is diverse and exerts disparate impacts on consumers' purchase intentions across diverse consumption scenarios. Within UGC communities, the qualitative nature of the content and the interactive milieu shared by community participants collectively shape consumers' purchase intentions, culminating in definitive purchasing behaviors.

3 Research Hypotheses and Theoretical Models

3.1 Research Hypothesis

Within virtual brand communities, consumer needs are more effectively addressed through two primary avenues of value co-creation: customer participation behavior and customer citizenship behavior. For instance, consumers acquire desired information within the community via explorative and collaborative means. Grounded in social exchange theory, consumers, upon fulfilling their needs and augmenting their perceived value, are inclined to reciprocate by fostering attitudes and behaviors advantageous to both the enterprise and its brand. This reciprocity may manifest in forms such as product purchases or peer-to-peer recommendations, all intended to sustain a symbiotic relationship. Concurrently, value co-creation potentially reinforces consumer conceptualizations and perceptions of the brand. Based on this understanding, we propose the following hypotheses:

H1: Value co-creation behaviors exert a positive influence on consumer purchase intention.

H1a: Customer engagement behaviors exert a positive influence on purchase intention.

H1b: Customer citizenship behaviors exert a positive influence on purchase intention.

Consumer activity within the community spans from perfunctory browsing and information interchange to profound engagements such as contributory product design insights and advisory content creation. This continuum inherently modulates perceived value. For instance, through information retrieval and engagement in community-led initiatives, consumers may reap financial incentives, thereby enhancing perceived financial value. Interactive exchanges with peers, characterized by product endorsements and shared experiences, amplify social resonance.

Simultaneously, the communal journey of value co-creation fosters psychological gratification, elevating the perceived recreational value. In light of these dynamics, we suggest the following hypotheses:

H2: Value co-creation behaviors exert a positive influence on consumers' perceived value.

H2a: Customer engagement behaviors exert a positive influence on perceived value.

H2b: Customer citizenship behaviors exert a positive influence on perceived value.

When consumer needs are satisfied through active engagement in UGC community initiatives, yielding tangible and intangible benefits—such as streamlined living, enriched consumer experiences, emotional satisfaction, and financial incentives—a sense of value optimization is realized. This sentiment fosters brand affinity, subsequently catalyzing purchase intention and actualizing buying behaviors. Thus, we advance the following hypothesis:

H3: Perceived value exerts a positive influence on consumer purchase intention.

According to the theoretical framework of S-O-R, consumer psychological states are shaped by multifarious factors, including the external environment, each contributing to behavioral propensities. Perceived value, a nuanced psychological state, crystallizes during service encounters and interactive exchanges between consumers and organizations. Heightened engagement in value co-creation behaviors is poised to foster a more affirmative consumer disposition. Leveraging the agile and accessible characteristics of UGC communities, the iterative process of value co-creation potentially heightens perceived consumer value across informational, financial, social, and recreational dimensions, thereby bolstering purchase intention. Consequently, the following hypotheses are proposed:

H4: Perceived value acts as a mediator in the relationship between value co-creation behavior and consumer purchase intention.

H4a: Perceived value mediates the impact of customer engagement behavior on purchase intention.

H4b: Perceived value mediates the influence of customer citizenship behavior on purchase intention.

Community atmosphere partially dictates member sentiment, with positive consumer attitudes and behaviors being more pronounced within a vibrant community atmosphere[28]. Community platforms, through supervision and management, can ensure that users experience secure value co-creation. This security is further enhanced by fostering user interactions and sharing, which pave the way for an open, equitable, and harmonious communication atmosphere. Such an environment is conducive to the creation of value[21]. The user interaction and sharing support helps to establish an open, fair and harmonious communication atmosphere, thus promoting the construction of a value co-creation environment. As users engage in information seeking, sharing, and interacting with community members, two distinct atmospheres emerge. In a supportive atmosphere, trust and satisfaction within the community are bolstered. In contrast, a controlled atmosphere, marked by clear rules and codes of conduct, guides users towards positive interactions and sharing. This structure amplifies the persistence of positive consumer behaviors[29]. Based on these observations, the following hypothesis is proposed:

H5: Community atmosphere moderates the relationship between value co-creation behaviors and consumer purchase intentions.

H5a: A supportive atmosphere moderates the relationship between value co-creation behaviors and consumer purchase intentions.

H5b: A controlling atmosphere moderates the relationship between value co-creation behaviors and consumer purchase intentions.

3.2 Theoretical Modelling

Grounded in social exchange theory and the S-O-R framework, this study constructs an initial theoretical model, as depicted in Figure 1, synthesizing insights from extensive literature reviews and the hypotheses formulated herein.

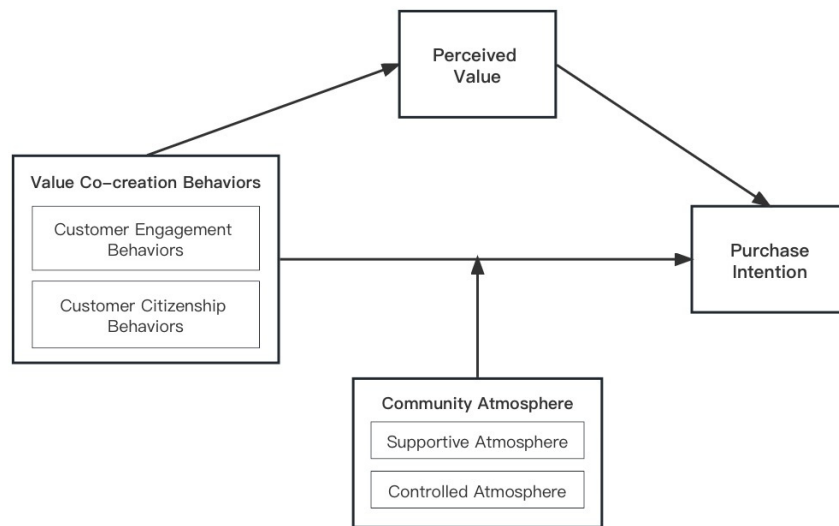


Fig. 1. Theoretical Model of the Study

4 Questionnaire Design and Data Analysis

4.1 Questionnaire Design and Collection

The questionnaire employed in this research dissects the concept of value co-creation behavior into two distinct dimensions: customer engagement behavior and customer citizenship behavior. The measurement questions are mainly derived from the studies of Yi & Gong[11] and Bu[30]. Additionally, the measurement of perceived value is based on the scale items of scholars Jin[15] and Li[16]. The community atmosphere is bifurcated into supportive and controlling categories, following the delineation by Zhao[19]. Furthermore, the metrics assessing purchase intention have been extracted from the foundational scale established by Dodds and Monroe[31].

Between June and August 2023, questionnaires utilizing a five-point Likert scale were disseminated, yielding 427 responses. Following the exclusion of invalid submissions, 369 valid questionnaires remained, corresponding to an 86.42% validity rate. Descriptive statistics revealed female participants predominated at 53.9% (199 individuals), with males comprising 46.1% (170 individuals). The majority of respondents (51.5%, or 190 individuals) were aged between 18 and 25, followed by the 26-35 age bracket, representing 21.4%. This distribution mirrors the demographic composition of typical UGC community users. Predominantly, participants held at least a bachelor's degree (54.5%). Occupation-wise, students were the largest group (41.5%, or 153 individuals), followed by corporate employees (35.2%).

4.2 Reliability Analysis And Factor Analysis

First, preliminary reliability and validity assessments were performed using SPSS software. The analysis affirmed the robustness of the instrument, with Cronbach's alpha coefficients for all variables exceeding the 0.7 threshold, signifying high reliability. Further, KMO values surpassed 0.7, and Bartlett's test of sphericity attained sig values of 0.000, indicating that the validity of the sample was better and the next step of factor analysis could be conducted.

Second, a Confirmatory Factor Analysis (CFA) was executed using AMOS software to scrutinize the convergent validity (Average Variance Extracted, AVE) and composite reliability (CR) inherent in each dimension of the scale. As evidenced in Table 1, all constructs demonstrated robustness, with AVE values surpassing the benchmark of 0.5 and CR values exceeding 0.8. These metrics signify satisfactory levels of convergent validity and composite reliability within each respective dimension. Further exploration of discriminant validity, detailed in Table 2, reveals that the standardized correlation coefficients amongst the dimensions are inferior to the square root of the corresponding AVE values. This outcome suggests the presence of appreciable discriminant validity between the constructs, affirming the distinctness of each dimension within the analytical framework.

Table 1. Convergent Validity and Combined Reliability Tests for Measured Variables

Variant	Subject	Factor Loading	AVE	CR
Customer Engagement Behavior	CP1	0.782	0.675	0.892
	CP2	0.834		
	CP3	0.864		
	CP4	0.804		
Customer Citizenship Behavior	CC1	0.800	0.593	0.853
	CC2	0.784		
	CC3	0.748		
	CC4	0.746		
Perceived Value	IV1	0.802	0.603	0.924
	IV2	0.799		
	FV1	0.741		
	FV2	0.763		
	SV1	0.695		
	SV2	0.800		
Supportive Atmosphere	EV1	0.809	0.635	0.839
	EV2	0.796		
	SA1	0.793		
	SA2	0.809		

Controlled Atmosphere	SA3	0.789	0.696	0.873
	CA1	0.851		
	CA2	0.839		
	CA3	0.812		
Purchase Intention	CB1	0.734	0.605	0.821
	CB2	0.802		
	CB3	0.795		

Table 2. Results of the Validity Test of the Distinction Between the Dimensions of the Measurement Variables

	Customer Engagement Behavior	Customer Citizenship Behavior	Perceived Value	Supportive Milieu	Controlling Milieu	Purchase Intention
Customer Engagement Behavior	0.675					
Customer Citizenship Behavior	0.591	0.593				
Perceived Value	0.527	0.537	0.603			
Supportive Atmosphere	0.210	0.226	0.219	0.635		
Controlled Atmosphere	0.123	0.145	0.026	0.339	0.696	
Purchase Intention	0.505	0.517	0.568	0.238	0.157	0.605
Square Root of AVE Value	0.822	0.770	0.777	0.797	0.834	0.778

4.3 Structural equation modelling Path test

Utilizing AMOS software, the preliminary structural equation model for this research was delineated, opting for the maximum likelihood estimation method for fitting the proposed model. The results, detailed in Table 3, reveal a CMIN/DF (minimum discrepancy function/degrees of freedom) ratio of 1.563 and an RMSEA (Root Mean Square Error of Approximation) of 0.039. Furthermore, the IFI (Incremental Fit Index), TLI (Tucker-Lewis Index), and CFI (Comparative Fit Index) testing outcomes satisfy the requisite index criteria, signifying an acceptable fit of the structural equation model. The refined structural equation model, alongside the path coefficients, is depicted in Figure 2.

Table 3. SEM Model Fitness Test

Norm	Reference Standard	Actual Results
CMIN/DF	Excellent: 1-3, Good: 3-5	1.563

RMSEA	Excellent: <0.05, Good: <0.08	0.039
IFI	Excellent: >0.9, Good: >0.8	0.986
TLI	Excellent: >0.9, Good: >0.8	0.982
CFI	Excellent: >0.9, Good: >0.8	0.985

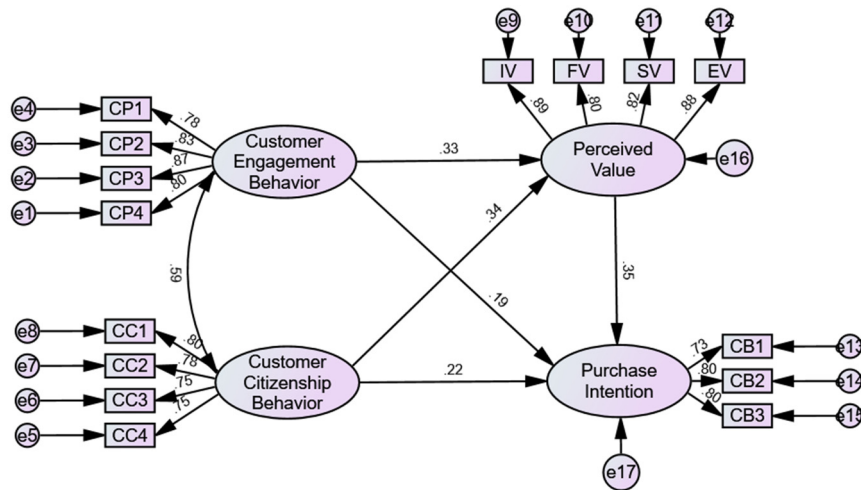


Fig. 2. Fitted SEM Model

Table 4 presents the results of the path coefficient test. The relationships between the variables, as hypothesized, are statistically significant. Both customer engagement behavior and customer citizenship behavior have a positive influence on purchase intention, significant at the 0.01 level. This suggests that as value co-creation increases, there's a corresponding rise in a consumer's intent to purchase. This validates hypotheses H1a and H1b. Similarly, customer engagement and citizenship behaviors are positively correlated with perceived value, and this relationship is significant at the 0.001 level. An increase in value co-creation behavior is associated with an elevated perceived value, supporting hypotheses H2a and H2b. Furthermore, there's a positive relationship between perceived value and purchase intention, significant at the 0.001 level. A heightened perceived value leads to a stronger purchasing intent, confirming hypothesis H3.

Table 4. SEM Model Path Coefficient Test Results

Pathway Relationship	Estimate	S.E.	C.R.	P	Verification Results
Perceived Value <-- Customer Engagement Behavior	0.326	0.056	4.985	***	Statistically Significant
Perceived Value <-- Customer Citizenship Behavior	0.343	0.056	5.062	***	Statistically Significant
Purchase Intention <-- Customer Engagement Behavior	0.191	0.061	2.705	**	Statistically Significant

Purchase Intention	<-- -	Customer Citizenship Behavior	0.217	0.062	2.948	**	Statistically Significant
Purchase Intention	<-- -	Perceived Value	0.350	0.068	5.187	***	Statistically Significant

Note: *** denotes significance at the 0.001 level, ** denotes significance at the 0.01 level.

4.4 Intermediation and Moderation test

In this study, the mediating function of perceived value was scrutinized using the Bootstrap methodology, encompassing 5000 iterations within a 95% confidence interval. The results, as outlined in Table 5, affirm the significance of perceived value's mediating role between value co-creation and consumer purchase intention. For the sequences "customer engagement behavior -> perceived value -> purchase intention" and "customer citizenship behavior -> perceived value -> purchase intention," the confidence intervals exclude zero, substantiating hypotheses H4a and H4b.

Table 5. Mediation Effect Test Results

Impact Pathways	Impact Effect	Estimate	Se	Bootstrap (Bias-Corrected 95 Percent CI)		
				Lower	Upper	P
Customer Engagement Behavior --> Perceived Value --->purchase intention	Indirect Effect	0.098	0.033	0.04	0.173	0.002
	Direct Effect	0.165	0.065	0.054	0.309	0.009
	Aggregate Effect	0.263	0.065	0.118	0.399	0.002
Customer Citizenship Behavior --> Perceived Value --->purchase intention	Indirect Effect	0.101	0.034	0.052	0.198	0.001
	Direct Effect	0.183	0.069	0.054	0.33	0.005
	Aggregate Effect	0.283	0.073	0.156	0.443	0.001

The study employed Wen's PROCESS method for empirical analysis to validate and assess the moderator's role [32]. The investigation into the community atmosphere's moderating effect within the theoretical framework entailed the inclusion of supportive and controlling atmospheres and their interactions in the influence pathway. This process involved 5000 resampling instances, computing 95% confidence intervals to ascertain the moderating variables' impact. The findings are articulated in Tables 6 and 7. The models exhibited adequate fit, and the interaction terms were significant, substantiating the moderating influence of both supportive and controlling community atmospheres on the nexus between customer engagement behavior, customer citizenship behavior, and consumer purchase intention. Consequently, hypotheses H5a and H5b were upheld.

Table 6. Results of the Moderating Effect of Supportive Atmosphere

Modelling	Coeff	se	t	P	LLCI	ULCI	Model Fit
Constant	3.903	0.046	82.57	0.000	3.712	3.893	
Customer Engagement Behavior	0.421	0.047	9.055	0.000	0.33	0.512	R ² = 0.227, MSE = 0.762, F = 35.782, df1 = 3, df2 = 365, P = 0.000
Supportive Atmosphere	0.141	0.045	3.119	0.002	0.052	0.23	
Customer Engagement Behavior *Supportive Atmosphere	0.129	0.038	3.406	0.007	0.055	0.204	
Constant	3.804	0.046	82.112	0.000	3.713	3.896	
Customer Citizenship Behavior	0.393	0.044	8.927	0.000	0.306	0.479	R ² = 0.2204, MSE = 0.7685, F = 34.400, df1 = 3, df2 = 365, P = 0.000
Supportive Atmosphere	0.127	0.044	2.824	0.005	0.039	0.215	
Customer Citizenship Behavior *Supportive Atmosphere	0.111	0.037	3.000	0.003	0.038	0.184	

Table 7. Results of the Moderating Effect of the Controlling Atmosphere

Modelling	Coeff	se	t	P	LLCI	ULCI	Model Fit
Constant	3.813	0.046	82.952	0.000	3.723	3.903	
Customer Engagement Behavior	0.429	0.046	9.309	0.000	0.339	0.520	R ² = 0.218, MSE = 0.771, F = 33.938, df1 = 3, df2 = 365, P = 0.000
Controlled Atmosphere	0.079	0.039	2.039	0.042	0.003	0.156	
Customer Engagement Behavior *Controlled Atmosphere	0.119	0.038	3.122	0.002	0.044	0.193	

Constant	3.806	0.046	83.375	0.000	3.716	3.895	
Customer Citizenship Behavior	0.398	0.043	9.241	0.000	0.313	0.483	R ² = 0.232, MSE = 0.758, F = 36.638, df1 = 3, df2 = 365, P = 0.000
Controlled Atmosphere	0.089	0.039	2.274	0.024	0.012	0.165	
Customer Citizenship Behavior *Controlled Atmosphere	0.147	0.035	4.157	0.000	0.078	0.217	

5 Conclusions

This study is set against the backdrop of UGC communities, and delves into the influence of value co-creation behaviors on consumers' purchase intentions. The results of the data analysis indicate that both customer participation and customer citizenship behaviors in value co-creation behaviors have a positive impact on consumer purchase intention. Among them, perceived value plays a mediating role between value co-creation behaviors and consumer purchase intention; community atmosphere plays a moderating role between value co-creation behaviors and consumer purchase intention.

From the analyses, we distill three pivotal insights and strategic advisories for brand and community development and management: First, augmenting consumer participation in value co-creation. Brands must foster an environment that galvanizes consumer involvement in UGC community activities, conferring adequate autonomy in decision-making processes. It is imperative to ensure the dissemination of authentic, constructive information within the community and respond adeptly to consumer inquiries and contributions. Second, optimizing the consumer value co-creation process. During interactive engagements, it is crucial to solidify the tripartite relationship among consumers, the UGC community, and the brand, thereby nurturing a congenial brand persona that bolsters perceived value. Third, selective utilization of UGC platforms for marketing endeavors. Brands should exercise discernment in selecting UGC platforms, considering not only the congruence with their branding but also the prevailing community ambiance. Concurrently, it is incumbent upon enterprises to institute or engage with online communities characterized by stringent managerial oversight for promotional activities.

In summary, this investigation serves as a preliminary foray into the mechanisms through which brands can catalyze and augment consumer purchase intentions via value co-creation within UGC communities. With the burgeoning relevance of virtual brand communities, further scholarly exploration in this domain is anticipated.

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