






“Enhancing customer value co-creation through online brand interactivity: A comparative analysis of search-hedonic and experience-hedonic products”

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ENHANCING CUSTOMER VALUE CO-CREATION THROUGH ONLINE BRAND INTERACTIVITY: A COMPARATIVE ANALYSIS OF SEARCH-HEDONIC AND EXPERIENCE-HEDONIC PRODUCTS

Abstracts

This study investigates how online brand interactivity fosters customer value co-creation, a collaborative process in which consumers actively contribute to co-creating value, by enhancing brand experiences at both individual and community levels. Specifically, the study compares the influence of online brand interactivity on customer value co-creation for two types of hedonic products: search-hedonic (Polygon) and experience-hedonic (Vespa) products in Indonesia. Employing a quantitative methodology, data were gathered from 836 active social media participants engaged in these brand communities through a structured online survey. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to examine the relationships between online brand interactivity, individual and community brand experiences, and customer value co-creation.

The findings reveal that online brand interactivity significantly enhances both individual and community brand experiences ($\beta = 0.523$ and $\beta = 0.599$, respectively), which, in turn, drive customer value co-creation ($\beta = 0.147$ and $\beta = 0.446$). Furthermore, the results indicate that the impact of online brand interactivity is stronger for search-hedonic products compared to experience-hedonic products. This suggests that product type moderates the effect of interactivity on brand experiences and, consequently, on customer value co-creation. These insights underscore the importance of customizing brand interactivity strategies according to product characteristics to optimize customer value co-creation, particularly within the hedonic product market.

Keywords

digital platforms, individual brand experience, brand community experience, value co-creation, hedonic products

JEL Classification

M31, O31, O32

INTRODUCTION

Digitalization has significantly reshaped the way brands and consumers interact, creating a more dynamic and collaborative communication ecosystem. In this transformed landscape, consumers have shifted from being passive recipients of marketing messages to active participants in the creation and sharing of value with brands. Digital platforms, particularly social media, have emerged as primary channels for these interactions, enabling consumers to engage in product development, provide real-time feedback, and even influence brand narratives through their involvement (Huber et al., 2015; Schivinski et al., 2020). While the importance of digital engagement is increasingly recognized, there remains a gap in understanding how different product types particularly hedonic products, which prioritize emotional and sensory satisfaction interact with brand interactivity strategies in



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the digital environment (Kennedy & Guzmán, 2016; Sinha & Verma, 2018). Hedonic products differ from utilitarian ones in the way they influence consumer responses, as they are often evaluated based on emotional experiences developed after use, rather than technical attributes assessed before purchase (Bruhn et al., 2012; Merrilees, 2016).

In today's highly competitive marketplace, understanding how digital interactivity influences consumer experiences at both the individual level and within brand communities is crucial for long-term success (Gensler et al., 2013). Brands that effectively leverage two-way interaction, where consumers can actively respond to and contribute to the brand, can not only enhance engagement but also foster deeper collaboration in value co-creation (Dimitriu & Guesalaga, 2017; Hutter et al., 2013). The central scientific question addressed in this study is how variations in hedonic product types (Holbrook & Moore, 1981; Lin et al., 2012; Peterson et al., 1997) influence consumer responses to brand interactivity in digital spaces, and how these interactions contribute to the value creation process (Baghi & Antonetti, 2017; Diallo et al., 2021).

1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Customer value co-creation has garnered increasing attention as the significance of consumer involvement in the development of products and services becomes more widely recognized. In this collaborative process, key elements such as online brand interactivity, individual brand experiences, and brand community experiences play vital roles in shaping the interactions between consumers and brands, ultimately facilitating value creation. This literature review seeks to explore the contributions of these three elements to value co-creation, with a particular focus on hedonic products.

Online brand interactivity refers to the two-way communication between consumers and brands, facilitated through digital platforms such as social media (Cheung et al., 2020). By encouraging active consumer participation, online brand interactivity not only attracts users' attention through innovative features but also provides a sense of control and enjoyment, key elements for building emotional connections with a brand. Interactive features such as augmented reality and mobile applications, for instance, offer immersive experiences that transcend traditional forms of interaction, thereby increasing consumer engagement and satisfaction (McLean & Wilson, 2019). However, the effectiveness of online brand interactivity in attracting consumers can vary depending on the nature of the product. The research by Pentina et

al. (2022) indicates that online brand interactivity is particularly effective for hedonic products those designed to provide emotional or sensory pleasure compared to utilitarian products. This finding supports the hypothesis that online brand interactivity positively influences individual brand experiences, especially in contexts where emotional satisfaction is a key driver of consumer behavior.

Beyond individual experiences, online brand interactivity also plays a significant role in fostering community engagement. Digital platforms enable consumers to share experiences, collaborate, and interact with one another, thereby cultivating a sense of belonging and reinforcing collective identity. Zollo et al. (2020) argue that active participation in brand communities offers both cognitive and social benefits, further strengthening the emotional ties between community members and the brand. Particularly in the case of hedonic products, online brand interactivity enhances emotional engagement by tapping into curiosity and enjoyment, which deepens consumer involvement. Khelladi et al. (2023) emphasize that the pleasure derived from hedonic products amplifies community interactions, resulting in more meaningful and enduring engagement. These insights suggest that online brand interactivity not only strengthens social connections within brand communities but also enriches emotional experiences. By incorporating hedonic elements into interactions, brands can foster deeper consumer involvement, thus reinforcing the positive impact of online brand interactivity on brand community experiences.

In addition to enhancing emotional engagement, online brand interactivity is instrumental in driving customer value co-creation by facilitating collaborative interactions and personalization. Social media platforms, in particular, serve as key channels for fostering direct communication between brands and consumers, offering consumers opportunities to provide feedback and contribute to product development. Brogi (2014) underscores that social media accelerates the flow of communication between brands and consumers, promoting a sense of closeness and encouraging more active participation in co-creation activities. Moreover, Hwang and Kandampully (2012) argue that emotional attachment, particularly to hedonic products, enhances consumers' willingness to engage in co-creation, as these products foster deeper emotional connections with the brand. Therefore, online brand interactivity plays a critical strategic role in facilitating value co-creation by fostering collaborative interactions and emotional engagement, particularly in the context of hedonic products. These findings substantiate the hypothesis that online brand interactivity positively contributes to customer value co-creation.

Individual brand experience refers to the cumulative interactions between consumers and a brand that encompass sensory, emotional, cognitive, and behavioral dimensions, shaping the consumer's perceptions and associations with the brand (Brakus et al., 2009). This multifaceted experience plays a pivotal role in fostering an emotional connection between the consumer and the brand, which is crucial for building long-term brand loyalty. As Hwang and Kandampully (2012) emphasize, hedonic products, which are designed to evoke pleasure and emotional satisfaction, have a particularly strong capacity to deepen emotional engagement and thereby reinforce the consumer-brand bond.

In addition to strengthening emotional ties, individual brand experiences significantly contribute to customer value co-creation by enhancing consumer engagement. Shamim et al. (2016) demonstrate that positive brand experiences, which resonate with consumers on an emotional and sensory level, foster favorable attitudes toward the brand and stimulate active participation in co-creation activities. This aligns with the growing recogni-

tion that consumer engagement is not only driven by the satisfaction of needs but also by the enjoyment and personal significance that the brand experience brings.

In the context of hedonic products, the emotional and pleasurable aspects of the brand experience are particularly influential in enhancing consumer engagement. (Ding & Tseng, 2015) argue that hedonic emotions, such as pleasure, curiosity, and enjoyment strengthen brand loyalty and equity, while simultaneously motivating consumers to engage more actively in value creation. This is further supported by Khelladi et al. (2023) who assert that the curiosity and enjoyment elicited by hedonic products enrich the co-creation process, leading to higher levels of consumer involvement with the brand. Thus, positive brand experiences, especially those enriched with hedonic elements, serve a dual purpose: they not only deepen emotional connections with the brand but also encourage consumers to actively participate in co-creation efforts. These findings support the hypothesis that individual brand experiences positively influence customer value co-creation.

Brand community experience refers to the collective experience individuals undergo when they engage with a brand community (Qiao et al., 2019). Brand community provide a platform for consumers to connect with one another, foster social bonds, and cultivate a deeper attachment to the brand. According to Muniz and O'Guinn (2001), brand community help consumers develop a shared sense of identity, which strengthens emotional ties not only with the brand but also with fellow community members. This shared identity creates a foundation for further engagement and contributes to the sense of belonging within the community.

Interactions within brand communities offer significant social support, which deepens consumer attachment to the brand by nurturing meaningful interpersonal relationships. Qiao et al. (2019) suggest that the supportive nature of these interactions can lead to greater emotional investment in the brand, as consumers feel recognized and valued. When individuals perceive themselves as part of a cohesive and supportive community, they are more inclined to share ideas, provide feedback,

and participate in product innovation. In this regard, the research by Hongsuchon et al. (2023) demonstrates that interpersonal interactions within brand communities enhance brand attachment and motivate consumers to contribute valuable insights that aid in the brand's development.

Beyond social benefits, the hedonic elements of brand community experience also play a crucial role in enhancing consumer engagement and participation. Khelladi et al. (2023) argue that hedonic products, which evoke pleasure and satisfaction, significantly enrich community dynamics by fostering deeper involvement in co-creation activities. The enjoyment derived from such products creates an emotional and sensory connection that encourages consumers to participate more actively in brand-related discussions and initiatives. This dynamic facilitates the generation of innovative ideas and promotes value co-creation, benefiting both the brand and its consumers. By providing both social and hedonic benefits, brand community offer a robust environment for consumer engagement, fostering both personal connections and collaborative interactions that contribute to the brand's success. These findings support the hypothesis that the brand community experience not only strengthens emotional attachment but also facilitates value co-creation.

Customer value co-creation refers to customers' readiness to participate in direct interactions with the company for the purpose of co-creating value (Shamim et al., 2017). In this model, consumers are not merely recipients of value; they are integral to its creation, particularly in areas such as innovation and product development. Prahalad and Ramaswamy (2004) underscore the importance of meaningful dialogue between companies and consumers as a foundation for successful collaboration. Such dialogue facilitates the development of solutions that are more attuned to consumer needs and expectations, leading to products and services that are better aligned with market demands (Shamim et al., 2017). Furthermore, Ind et al. (2020) highlight that consumers who engage in co-creation often develop a stronger emotional attachment to the brand, demonstrating greater commitment to the products or services they have helped shape.

Consumer motivation to engage in co-creation, however, is influenced by the nature of the product. The research by Merrilees (2016) indicates that hedonic products, which are designed to deliver emotional satisfaction, are particularly effective in fostering emotional engagement compared to utilitarian products, which focus on functional benefits. The emotional engagement generated by hedonic products not only enhances the overall consumer experience but also encourages more active participation in the co-creation process. Consumers are more likely to invest time and effort into co-creating products that resonate with their emotions and desires, enriching the value creation process and resulting in deeper brand connections. Therefore, hedonic products play a pivotal role in enhancing consumer involvement in value co-creation by offering experiences that go beyond mere utility. Through their ability to evoke strong emotional responses, these products create opportunities for consumers to engage in co-creation activities in a more meaningful and sustained way. As such, hedonic products are crucial in maximizing the potential for value co-creation, fostering stronger consumer-brand relationships, and driving innovation.

In summary, online brand interactivity plays a crucial role in fostering consumer connections through personalized, two-way interactions, particularly for hedonic products. These interactions enhance both individual and community experiences, contributing to emotional and social benefits that deepen consumer-brand relationships and encourage co-creation activities. While research highlights the importance of interactivity, a gap remains in understanding how these dynamics contribute to value co-creation, especially when considering the different characteristics of search-hedonic and experience-hedonic products.

This study aims to explore how online brand interactivity influences value co-creation through individual and brand community experiences, particularly in the context of search-hedonic and experience-hedonic products in Indonesia.

1.1. Hypotheses development

H1: Online Brand Interactivity positively influences Individual Brand Experience.

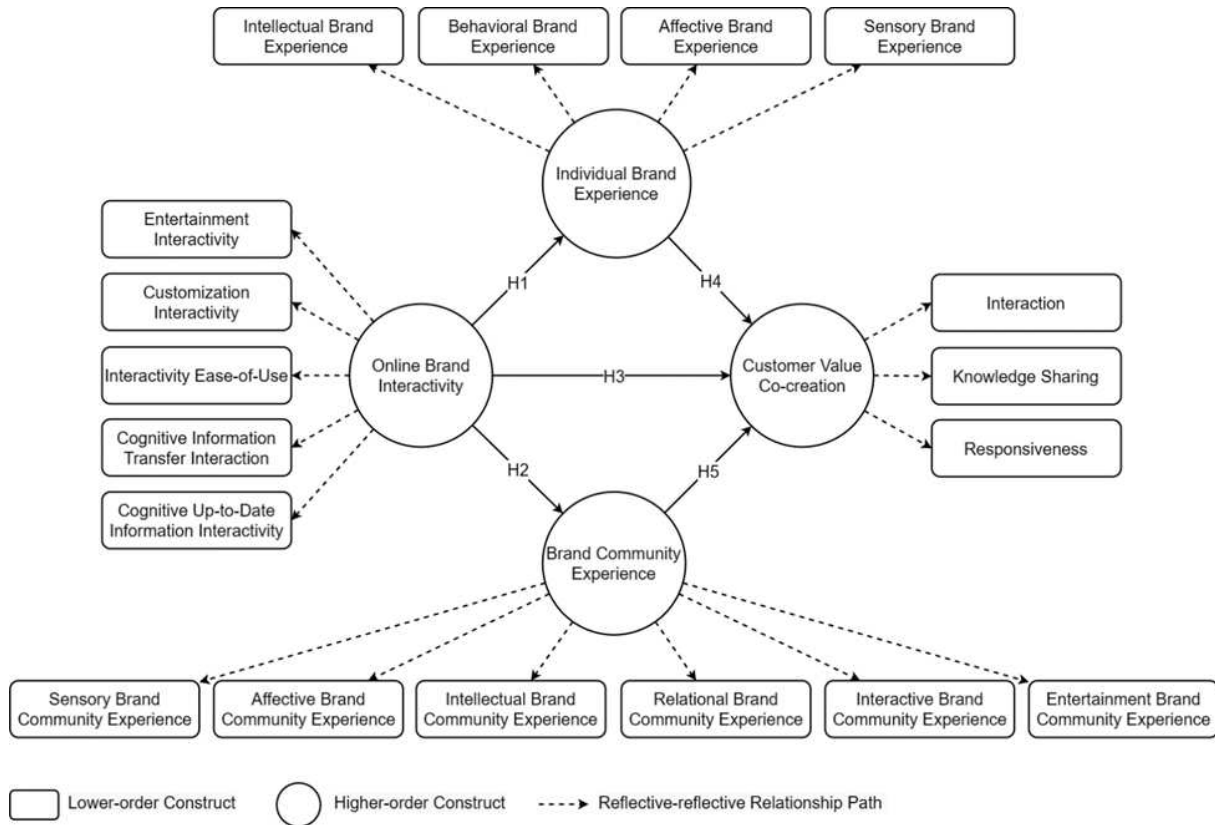


Figure 1. Research framework

- H2: Online Brand Interactivity positively influences Brand Community Experience.*
- H3: Online Brand Interactivity positively influences Customer Value Co-creation.*
- H4: Individual Brand Experience positively influences Customer Value Co-creation.*
- H5: Brand community experience positively influences Customer Value Co-creation.*

sents an experience-hedonic brand renowned for its lifestyle appeal, while Polygon exemplifies a search-hedonic brand with a strong emphasis on technical attributes. The final sample consisted of 838 respondents, with 428 participants from the Polygon community and 410 from the Vespa community, all of whom met the eligibility criteria. Data were collected through online questionnaires distributed via Instagram direct messages, email, and WhatsApp to ensure broad participation.

2.2. Measurement

The questionnaire comprised 58 items measuring various constructs related to online brand interactivity, individual and community brand experiences, and customer value co-creation. The items were adapted from validated scales in previous research, specifically:

- **Online brand interactivity:** A 16-item scale based on Kim and Ko (2010) and refined by Cheung et al. (2020), measuring dimensions such as active control, personalization, and responsiveness.

2. METHODOLOGY

2.1. Research design and sampling

This study employed purposive sampling to select the respondents actively engaged with the Vespa and Polygon brands. The selection criteria focused on community members who follow the official Instagram accounts of the respective brands (@vespa_indonesiaofficial and @polygonbikesid). Vespa and Polygon were chosen for their distinct characteristics as hedonic products: Vespa repre-

- Individual brand experience: A 12-item scale from Brakus et al. (2009), capturing emotional, cognitive, and behavioral responses to brand interactions.
- Brand community experience: A 20-item scale developed by Qiao et al. (2019), which assesses the quality of social exchanges and collective experiences within brand communities.
- Customer value co-creation: A 10-item scale from Shamim et al. (2017), designed to evaluate participants' involvement in the value co-creation process.

Each item was rated on a six-point Likert scale ranging from 1 ("strongly disagree") to 6 ("strongly agree") to capture the intensity of participants' agreement with each statement.

2.3. Sociodemographic characteristics

The demographic analysis highlights notable differences between the Polygon and Vespa communities:

- Gender: Both groups are predominantly male; however, Polygon has a slightly higher male representation (98.13%) compared to Vespa (94.88%).
- Age distribution: Polygon members tend to be younger, with 49.07% under the age of 25, while Vespa shows a more balanced age range, with 41.46% of members between 26 and 35 years old.
- Marital status: The majority of Vespa members are single (60.98%), in contrast to Polygon, where most members are married (70.56%).
- Education level: While most respondents in both communities hold a Bachelor's degree, Vespa members have a slightly higher percentage of graduates (58.54%).
- Membership duration: Polygon members are generally newer to the community, with 55.61% joining within the past 1-3 years. In comparison, Vespa members demonstrate longer involvement, with 32.20% having been part of the community for more than five years.

2.4. Common method bias

To address potential common method bias, Harman's single-factor test was conducted (Podsakoff et al., 2003). The test revealed that a single factor accounted for 31.62% of the variance in the Polygon group and 35.00% in the Vespa group, well below the 50% threshold, indicating no significant common method bias. Further, the data were screened for accuracy, completeness, and potential outliers, ensuring a reliable dataset for analysis.

3. RESULTS

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for examining complex relationships between latent variables and is robust against small sample sizes and non-normal data distributions (Hair et al., 2017). The PLS-SEM analysis followed a two-step process:

1. Measurement model assessment: This involved evaluating construct validity and reliability using indicator loadings, Cronbach's alpha, and composite reliability measures. Indicators with loadings below 0.708 were excluded to maintain construct validity. Constructs were deemed reliable if Cronbach's alpha and composite reliability values exceeded 0.7.
2. Structural model assessment: after validating the measurement model, the structural relationships between variables were analyzed. Hypotheses were tested using path coefficients, t-values, and p-values obtained through bootstrapping with 5,000 subsamples. A path coefficient was considered significant if its t-value exceeded 1.65 (one-tailed test) and the associated p-value was below 0.05.

3.1. Measurement model evaluation

The evaluation of the measurement model commenced with an analysis of factor loadings, Cronbach's alpha values, and construct reliability, as summarized in Table 1. Factor loadings are deemed valid when they exceed 0.708, while Cronbach's alpha and composite reliability val-

ues are considered acceptable if they surpass the 0.7 threshold (Hair & Alamer, 2022). During the analysis, one item (RBCE1) was excluded for failing to meet the validity requirement. Despite this adjustment, all remaining constructs demonstrated strong reliability, confirming that the model maintains satisfactory reliability and consistency.

The next step in the evaluation involved assessing construct validity through an analysis of convergent and discriminant validity. Convergent validity was measured using the Average Variance Extracted (AVE), with a threshold value above 0.5 indicating acceptable convergence. Discriminant validity was assessed using the Heterotrait-

Table 1. Indicators loading and construct reliability

Factors and items	FL	Ca	CR	Factors and items	FL	Ca	CR
Entertainment Interactivity (EI)				Sensory Brand Community Experience (SBCE)			
EI1	0.823	0.775	0.868	SBCE1	0.851	0.897	0.929
EI2	0.822			SBCE2	0.892		
EI3	0.841			SBCE3	0.894		
		SBCE4	0.861				
Customization Interactivity (CI)				Affective Brand Community Experience (ABCE)			
CI1	0.842	0.841	0.904	ABCE1	0.896	0.848	0.908
CI2	0.883			ABCE2	0.913		
CI3	0.889			ABCE3	0.817		
Interactivity Ease of Use (IEOU)				Intellectual Brand Community Experience (ILBCE)			
IEOU1	0.843	0.792	0.865	ILBCE1	0.838	0.818	0.892
IEOU2	0.836			ILBCE2	0.892		
IEOU3	0.768			ILBCE3	0.838		
IEOU4	0.784						
Cognitive Information Transfer Interaction (CITI)				Relational Brand Community Experience (RBCE)			
CITI1	0.863	0.818	0.892	RBCE1	0.838	0.793	0.879
CITI2	0.853			RBCE2	0.857		
CITI3	0.853			RBCE3	0.826		
		RBCE4					
Cognitive up to date information interactivity (CII)				Interactive Brand Community Experience (IBCE)			
CII1	0.878	0.815	0.891	IBCE1	0.874	0.830	0.898
CII2	0.903			IBCE2	0.859		
CII3	0.781			IBCE3	0.857		
Individual Brand Experience (IBE)				Entertainment Brand Community Experience (EBCE)			
IBE1	0.820	0.762	0.862	EBCE1	0.869	0.845	0.907
IBE2	0.823			EBCE2	0.909		
IBE3	0.824			EBCE3	0.843		
Behavioural Brand Experience (BBE)				Interaction (IN)			
BBE1	0.827	0.786	0.875	IN1	0.896	0.91	0.943
BBE2	0.846			IN2	0.936		
BBE3	0.837			IN3	0.929		
Affective Brand Experience (ABE)				Knowledge Sharing (KS)			
ABE1	0.813	0.779	0.871	KS1	0.916	0.848	0.908
ABE2	0.839			KS2	0.909		
ABE3	0.845			KS3	0.80		
Sensory Brand Experience (SBE)				Responsiveness (RS)			
SBE1	0.790	0.750	0.857	RS1	0.911	0.937	0.955
SBE2	0.796			RS2	0.909		
SBE3	0.861			RS3	0.927		
				RS4	0.921		

Note 1: FL = Factor Loading, Ca = Cronbach’s alpha, CR = Composite Reliability.

Note 2: EI = Entertainment Interactivity, CI = Customization Interactivity, IEOU = Interactivity Ease-of-Use, CITI=Cognitive Information Transfer Interaction, CII = Cognitive Up-to-Date Information Interactivity, IBE = Intellectual Brand Experience, BBE = Behavioral Brand Experience, ABE = Affective Brand Experience, SBE = Sensory Brand Experience, SBCE = Sensory Brand Community Experience, ABCE = Affective Brand Community Experience, ILBCE = Intellectual Brand Community Experience, RBCE = Relational Brand Community Experience, IBCE = Interactive Brand Community Experience, EBCE = Entertainment Brand Community Experience, , IN = Interaction, KS = Knowledge Sharing, RS = Responsiveness.

Monotrait (HTMT) ratio, which should remain below 0.85 to confirm that constructs are distinct from one another (Hair & Alamer, 2022). As shown in Table A1 (see Appendix), the results demonstrate that all constructs satisfy both convergent and discriminant validity criteria, affirming the robustness of the measurement model.

3.2. Structural model evaluation

Following the confirmation of the measurement model's validity and reliability, the next step involved evaluating the structural model. The analysis began with a multicollinearity test using the Variance Inflation Factor (VIF), where values below 3 indicate the absence of significant multi-

collinearity (Hair & Alamer, 2022). As shown in Table 2, all VIF values fall within the acceptable range, confirming that multicollinearity is not a concern in the model.

The significance of the structural paths was tested using the bootstrap method with 5,000 subsamples. A hypothesis is considered supported if the t-value exceeds 1.65 for a one-tailed test and the p-value is below 0.05. The analysis produced the following results:

- Online Brand Interactivity has a positive and significant effect on Individual Brand Experience ($\beta = 0.523$, $p < 0.05$), supporting *H1*.

Table 2. Indicator of multicollinearity

VIF		VIF		VIF	
EI	1.930	BBE	2.353	RBCE	2.507
CI	2.054	ABE	1.865	IBCE	2.327
IEOU	2.369	SBE	1.566	EBCE	2.377
CITI	1.789	SBCE	1.846	IN	2.624
CII	1.952	ABCE	2.227	KS	2.941
IBE	1.738	ILBCE	2.568	RS	2.169

Note: EI = Entertainment Interactivity, CI = Customization Interactivity, IEOU = Interactivity Ease-of-Use, CITI=Cognitive Information Transfer Interaction, CII = Cognitive Up-to-Date Information Interactivity, IBE = Intellectual Brand Experience, BBE = Behavioral Brand Experience, ABE = Affective Brand Experience, SBE = Sensory Brand Experience, SBCE = Sensory Brand Community Experience, ABCE = Affective Brand Community Experience, ILBCE = Intellectual Brand Community Experience, RBCE = Relational Brand Community Experience, IBCE = Interactive Brand Community Experience, EBCE = Entertainment Brand Community Experience, , IN = Interaction, KS = Knowledge Sharing, RS = Responsiveness.

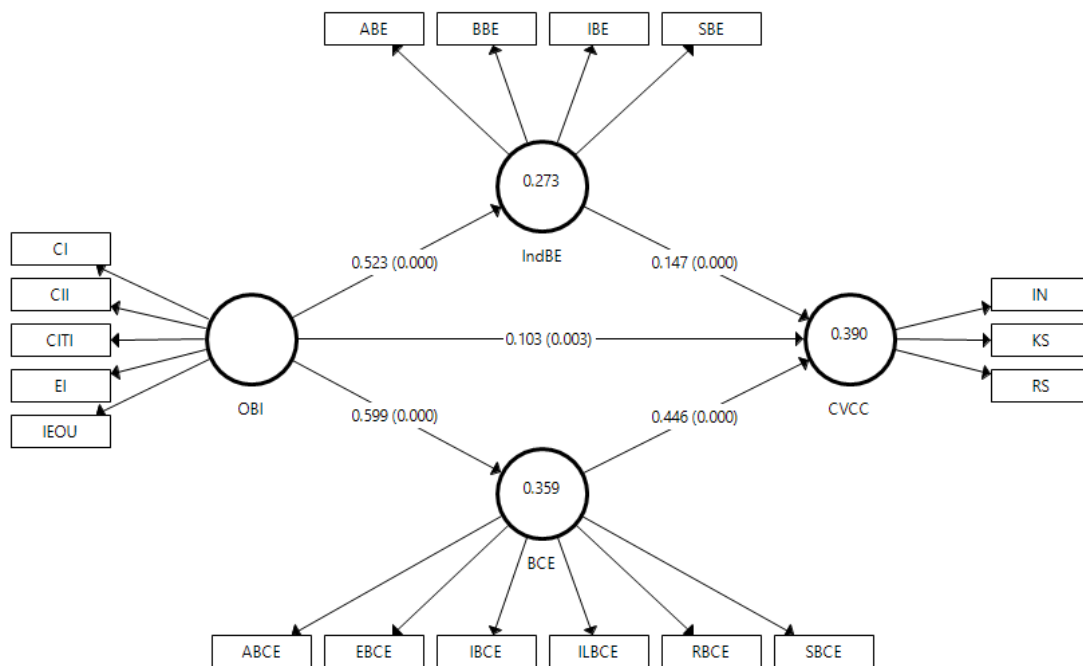


Figure 2. Path coefficient, p-value, and coefficient determination

Table 3. Hypotheses test

	Hypothesis	B	t-value	p-value	Conclusion
H1	OBI → IndBE	0.523	18.819	0.000	Supported
H2	OBI → BCE	0.599	23.032	0.000	Supported
H3	OBI → CVCC	0.103	2.796	0.003	Supported
H4	IndBE → CVCC	0.147	3.502	0.000	Supported
H5	BCE → CVCC	0.446	10.359	0.000	Supported

Note: OBI = Online Brand Interactivity; IndBE = Individual Brand Experience; BCE = Brand Community Experience; CVCC = Customer Value Co-creation.

- Online Brand Interactivity also positively and significantly influences Brand Community Experience ($\beta = 0.599, p < 0.05$), supporting H2.
- The relationship between Online Brand Interactivity and Customer Value Co-creation is positive and significant ($\beta = 0.103, p < 0.05$), supporting H3.
- Individual Brand Experience has a positive effect on Customer Value Co-creation ($\beta = 0.147, p < 0.05$), supporting H4.
- Brand Community Experience significantly influences Customer Value Co-creation ($\beta = 0.446, p < 0.05$), supporting H5.

These findings, summarized in Table 3, confirm that all hypothesized relationships are significant. Additionally, a visual representation of the path coefficients and p-values is provided in Figure 2.

3.3. Multigroup analysis of search-hedonic and experience-hedonic products

A multigroup analysis was performed to explore the differences in the effects of Online Brand Interactivity between two product categories: search-hedonic products (Polygon) and experience-hedonic products (Vespa).

The results, presented in Table 4, reveal that Online Brand Interactivity has a significantly stronger influence on both Individual Brand Experience and Brand Community Experience for search-hedonic products compared to experience-hedonic products, with p-values of 0.012 for Individual Brand Experience and 0.021 for Brand Community Experience. However, no significant differences were observed for other structural relationships between the two product categories. These findings indicate that Polygon consumers engage more actively in online brand interactions, likely driven by the brand’s emphasis on interactive digital marketing strategies. This result highlights the importance of tailoring online engagement efforts to the nature of the product, as consumers of search-hedonic products may respond more favorably to information-rich and interactive content.

4. DISCUSSION

This study explored how Online Brand Interactivity enhances Customer Value Co-Creation, focusing on Individual Brand Experience and Brand Community Experience in hedonic product contexts. As shown in the results (see Table 3 and Figure 2), Online Brand Interactivity had a significant positive impact on both individual ($\beta = 0.523, p < 0.001$) and community-level ($\beta = 0.599,$

Table 4. Multigroup analysis of product characteristics

Path	Path coeff-diff (SHP vs EHP)	p-value new (SHP vs EHP)
OBI → IndBE	0.123	0.012 significant
OBI → BCE	0.102	0.021 significant
OBI → CVCC	-0.066	0.204
IndBE → CVCC	0.024	0.382
BCE → CVCC	-0.126	0.075

Note 1: SHP = Search-Hedonic Product, EHP = Experience-Hedonic Product.

Note 2: OBI = Online Brand Interactivity; IndBE = Individual Brand Experience; BCE = Brand Community Experience; CVCC = Customer Value Co-creation.

$p < 0.001$) brand experiences. These findings align with prior research emphasizing the transformative power of two-way communication, confirming that interactive brand strategies foster deeper personal connections and strengthen collective bonds within brand communities (Rialti et al., 2018). The importance of hedonic values, such as pleasure and enjoyment, resonates with the idea that immersive and interactive experiences enhance emotional attachment (Wu & Kim, 2023).

In addition to directly influencing Customer Value Co-Creation ($\beta = 0.103$, $p < 0.005$), Online Brand Interactivity indirectly amplifies this effect through positive brand experiences. Individual Brand Experience ($\beta = 0.147$, $p < 0.001$) and Brand Community Experience ($\beta = 0.446$, $p < 0.001$) serve as critical mediators, reflecting the interplay between personal and collective engagement. This supports the notion that emotional bonds, cultivated through functional and affective brand encounters, encourage consumers to actively participate in creating shared value (Schivinski et al., 2020). Hedonic values intensify these bonds, promoting trust, loyalty, and vibrant community interactions that stimulate co-creation activities (Gensler et al., 2013; Nadeem et al., 2021). Thus, brands that provide meaningful personal connections and opportunities for collective engagement create an environment where consumers are more likely to offer feedback, collaborate, and contribute knowledge, reinforcing sustainable co-creation ecosystems (Rialti et al., 2018).

A distinguishing contribution of this study is its examination of hedonic product type. The mul-

tigroup analysis revealed that search-hedonic products, exemplified by Polygon, experience a stronger impact of Online Brand Interactivity on both Individual Brand Experience and Brand Community Experience, with significant differences ($p < 0.05$) compared to experience-hedonic products such as Vespa. This aligns with Kang et al. (2020), emphasizing that consumers seeking technical attributes respond favorably to detailed, timely information and responsive engagement. Similarly, Wu et al. (2013) confirm that interactive content addressing informational needs enhances value creation for these consumers. In contrast, consumers of experience-hedonic products rely more on emotional and aesthetic cues to build relationships (Carroll & Ahuvia, 2006). Storytelling, lifestyle imagery, and visually appealing content are paramount for these brands, as highlighted by Alba and Williams (2013) who stress that aesthetic and emotional attributes are pivotal in influencing co-creation activities.

These findings have practical implications. Brands offering search-hedonic products can prioritize strategies that deliver comprehensive, responsive information, ensuring consumers make informed decisions and feel more inclined to engage collaboratively. Meanwhile, brands of experience-hedonic products can focus on visually rich, emotionally resonant content that resonates with consumers' self-expression and lifestyle values. By customizing interactive strategies to match product characteristics, brands can optimize both individual and community-level brand experiences and, ultimately, foster more effective co-creation processes.

CONCLUSION

This study aimed to investigate the influence of online brand interactivity on customer value co-creation, focusing on how it shapes individual and community brand experiences, and whether these effects differ between search-hedonic and experience-hedonic products. The findings indicate that online brand interactivity significantly enhances both individual and community brand experiences, which in turn positively impact customer value co-creation. Specifically, interactive digital platforms foster emotional connections, motivating consumers to contribute ideas, feedback, and knowledge, which collectively enrich the value associated with the brand.

Moreover, the study highlights the moderating role of product type in strengthening these relationships. For search-hedonic products, online brand interactivity had a particularly pronounced effect on both individual and community experiences. This suggests that consumers who prioritize technical attributes and product functionality are more likely to respond positively to digital interactions that are

highly informative and responsive. In contrast, while experience-hedonic products also benefit from online brand interactivity, consumers engaging with these products tend to be more influenced by emotional resonance and lifestyle alignment, rather than just technical information.

Taken together, these findings underscore the importance of aligning brand interactivity strategies with product characteristics to optimize customer value co-creation. By tailoring brand experiences to product types and fostering dynamic engaging brand communities, companies can build long-term, collaborative relationships with consumers, thereby driving sustained brand success.

AUTHOR CONTRIBUTIONS

Conceptualization: Rae Secioria.

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APPENDIX A

Table A). Convergent validity

	AVE	Heterotrait-Monotrait Ratio (HTMT)																	
		ABCE	ABE	BBE	CI	CII	CITI	EBCE	EI	IBCE	IBE	IEOU	ILBCE	IN	KS	RBCE	RS	SBCE	SBE
ABCE	0.768																		
ABE	0.693	0.544																	
BBE	0.700	0.576	0.818																
CI	0.759	0.368	0.322	0.452															
CII	0.732	0.480	0.423	0.513	0.713														
CITI	0.733	0.388	0.382	0.463	0.646	0.679													
EBCE	0.764	0.763	0.490	0.591	0.385	0.519	0.441												
EI	0.687	0.451	0.393	0.525	0.735	0.655	0.662	0.437											
IBCE	0.746	0.706	0.498	0.598	0.399	0.479	0.473	0.783	0.482										
IBE	0.676	0.516	0.725	0.784	0.416	0.449	0.441	0.532	0.506	0.587									
IEOU	0.617	0.475	0.385	0.537	0.772	0.786	0.738	0.470	0.786	0.533	0.494								
ILBCE	0.733	0.787	0.580	0.648	0.453	0.602	0.482	0.778	0.494	0.742	0.607	0.580							
IN	0.847	0.478	0.425	0.518	0.348	0.365	0.315	0.503	0.386	0.504	0.473	0.408	0.558						
KS	0.769	0.545	0.431	0.521	0.366	0.412	0.326	0.540	0.416	0.559	0.517	0.448	0.574	0.768					
RBCE	0.707	0.767	0.554	0.614	0.425	0.525	0.509	0.781	0.505	0.839	0.617	0.543	0.823	0.519	0.587				
RS	0.841	0.453	0.364	0.484	0.351	0.413	0.332	0.487	0.413	0.511	0.449	0.428	0.550	0.721	0.792	0.538			
SBCE	0.765	0.613	0.528	0.618	0.428	0.570	0.548	0.613	0.501	0.626	0.538	0.564	0.734	0.457	0.497	0.667	0.460		
SBE	0.666	0.540	0.594	0.764	0.354	0.387	0.389	0.512	0.411	0.472	0.560	0.394	0.547	0.358	0.341	0.505	0.304	0.549	

Note: ABCE = Affective Brand Community Experience, ABE = Affective Brand Experience, BBE = Behavioral Brand Experience, CI = Customization Interactivity, CII = Cognitive Up-to-Date Information Interactivity, EBCE = Entertainment Brand Community Experience, EI = Entertainment Interactivity, IBCE = Interactive Brand Community Experience, IBE = Intellectual Brand Experience, IEOU = Interactivity Ease-of-Use, ILBCE = Intellectual Brand Community Experience, IN = Interaction, KS = Knowledge Sharing, RBCE = Relational Brand Community Experience, RS = Responsiveness, SBCE = Sensory Brand Community Experience, SBE = Sensory Brand Experience.