

Fashion cocreation: cross-cultural insights and strategies

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Abstract

Purpose – This study aims to analyze the multicultural consumers' perceptions multicultural consumers' perceptions of their experience after participating in online cocreation actions in the fashion industry and the behavioral consequences of that experience.

Design/methodology/approach – This research was conducted in Spain and the UK, with 800 active online cocreators, leading to a proposal of a comprehensive model of the cocreation experience and its effects on satisfaction and engagement with the brand and the intention to continue cocreating using a multi-group covariance structural equation model.

Findings – All the proposed hypotheses were confirmed. Cocreation activities influence the cocreation experience, which, in turn, generates a positive effect on the behavioral responses of individuals in terms of satisfaction, engagement and future intentions to continue participating in the brand's cocreation activities. The cocreation patterns are similar in both countries, leading to a comparable behavioral model across different cultural contexts. The findings conclude with relevant recommendations on how brands can improve their globalization strategies.

Practical implications – The practical utility for a fashion retailer arises from acknowledging the different dimensions of the cocreation experience as mechanisms to develop strategies that foster customer participation, thus enhancing satisfaction, brand engagement and advocacy. The results also advocate for the proposition of similar actions across different markets, given the homogeneity of behaviors, likely through global platforms that facilitate participation from different markets toward the creation of global communities.

Originality/value – The significant contribution of this research lies in the detailed proposal for measuring the cocreation experience and its integration into a comprehensive model of the impact of cocreation on classic behavioral variables. Furthermore, the differential analysis across two countries provides the added value of a multicultural evaluation of the phenomenon.

Keywords Cocreation experiences, Cross-cultural study, Online fashion industry, User behavior analysis, UK vs Spain

Paper type Research paper



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Resumen

Objetivo – Este estudio analiza las percepciones de consumidores multiculturales sobre su experiencia tras participar en actividades de co-creación online en la industria de la moda, así como las consecuencias conductuales de dicha experiencia.

Metodología – La investigación se llevó a cabo en España y el Reino Unido, con la participación de 800 co-creadores activos online. Se propuso un modelo integral de la experiencia de co-creación y sus efectos sobre la satisfacción, el compromiso con la marca y la intención de continuar co-creando, utilizando un modelo de ecuaciones estructurales con múltiples grupos.

Resultados – Todas las hipótesis propuestas fueron confirmadas. Las actividades de co-creación influyen en la experiencia de co-creación, la cual genera un efecto positivo en las respuestas conductuales de los individuos en términos de satisfacción, compromiso y futuras intenciones de continuar participando en las actividades de co-creación de la marca. Los patrones de co-creación son similares en ambos países, lo que lleva a un modelo conductual comparable en diferentes contextos culturales. Los Resultados ofrecen recomendaciones relevantes para que las marcas mejoren sus estrategias de globalización.

Originalidad/valor – La contribución significativa de esta investigación radica en la propuesta detallada para medir la experiencia de co-creación y su integración en un modelo integral del impacto de la co-creación en variables conductuales clásicas. Además, el análisis diferencial entre dos países aporta el valor añadido de una evaluación multicultural del fenómeno.

Implicaciones prácticas – La utilidad práctica para un minorista de moda radica en reconocer las diferentes dimensiones de la experiencia de co-creación como mecanismos para desarrollar estrategias que fomenten la participación del cliente, mejorando así la satisfacción, el compromiso con la marca y la defensa de la misma. Los resultados también abogan por proponer acciones similares en diferentes mercados, dada la homogeneidad de los comportamientos, probablemente a través de plataformas globales que faciliten la participación de diversos mercados hacia la creación de comunidades globales.

Palabras clave Experiencias de co-creación, Análisis de comportamiento del usuario, Industria de la moda online, Estudio transcultural, Reino unido vs. España

Tipo de papel Trabajo de investigación

时尚共创：跨文化洞察与策略

摘要

目的 – 本研究旨在分析多元文化背景下消费者参与时尚行业在线共创活动后的体验感知，以及这种体验所带来的行为后果。

研究方法 – 本研究在西班牙和英国两地开展，调查了800名活跃的在线共创参与者，提出了一个综合模型，用以解释共创体验对消费者满意度、品牌参与度及持续共创意愿的影响。研究采用多组协方差结构方程模型（Multi-group Covariance Structural Equation Model）进行验证。

研究发现 – 研究验证了所有假设。共创活动对共创体验产生重要影响，而共创体验又进一步对消费者的满意度、品牌参与度及未来持续参与共创活动的意愿等行为反应产生积极作用。两国的共创模式具有相似性，形成了一种跨文化背景下的可比行为模型。研究最后提出了如何优化品牌全球化战略的相关建议。

创新性 – 本研究的重要贡献在于提出了一种详尽的共创体验测量方法，并将其整合到一个综合模型中，阐明共创对经典行为变量的影响。此外，基于两国的差异化分析，为该现象的多元文化评估提供了增值意义。

实践意义 – 对时尚零售商而言，本研究的实践价值在于识别共创体验的不同维度，并将其作为机制来制定战略，促进顾客参与，从而提升顾客满意度、品牌参与度和品牌倡导力。研究结果还建议，在行为模式具有一致性的背景下，可以在不同市场开展类似的共创活动，借助全球化平台促进来自不同市场的消费者参与，打造全球性社区。

关键词 共创体验，用户行为分析，在线时尚行业，跨文化研究，英国与西班牙对比，

文章类型 研究型论文

1. Introduction

If brands are to achieve relevant and sustainable market positioning in the competitive fashion retail industry, they should consider proposing innovative actions (Shin and Perdue, 2022). Companies must additionally differentiate their products and services to capture customers' attention and improve their experience (Atsiz *et al.*, 2022).

Some studies emphasize the importance of innovation (Snihur and Bocken, 2022), while others focus on management practices that include innovative applications (Silvestre *et al.*, 2022). Moreover, certain authors explore how innovation can be applied to create and increase consumer value in new services (Dana *et al.*, 2022).

Consumers perceive value as a critical asset. In this context, brands are a vital way in which to value creation in today's markets. However, several definitions of the term "value" appear in marketing and management literature, including those of benefits, sacrifices and experiential actions (Gummerus, 2013), and these have relevant implications at different levels, such as product attributes, goals and purposes (Gummerus, 2013). Some authors also suggest that value defines a social system involving products and customers (Najafi-Tavani *et al.*, 2022).

In this system of social interaction, the cocreation of value by both customers and brands is a critical concept in marketing relationship management (Solakis *et al.*, 2022). A value cocreation ecosystem in fashion can be viewed from different perspectives and may have different actors, including the provider (fashion retailers), the customers and the brand actions (online cocreation activities). Providers implement strategies with customers and other stakeholders to manage relationships throughout the process (Bordian *et al.*, 2023; Yin *et al.*, 2022).

Fashion websites and other internet applications allow customers to interact with brands, leading to value cocreation and an excellent opportunity for retail management. There is consequently a growing interest in researching the processes involved in online cocreation encounters and the opportunities to build solid brands and improve companies' results (Pralhad and Ramaswamy, 2004; Wang *et al.*, 2023).

The benefits of consumer cocreation are not yet fully understood (France *et al.*, 2015) and the antecedents of online cocreation (Frasquet-Deltoro *et al.*, 2019) expose the current understanding of online cocreation; our study, therefore, had two main objectives: first, to evaluate a comprehensive model that would explain the outcomes of cocreation behavior, and second, to compare that model in two different cultural contexts.

The objective of this paper is to analyze the online cocreation strategies of fashion retailers in two countries, focusing on a cross-cultural perspective. Given the multicultural nature of the fashion retail environment, considering cocreation from a cross-cultural perspective is essential for an effective connection with online users. We specifically compare the cross-cultural approaches employed in Spain and the UK as regards fashion retail. The major Spanish fashion groups in the 80s and 90s of the past century provided significant economic advantages. Digital experiences in fashion retail are now emerging as one of the most effective methods by which to attract and engage consumers. Likewise, Britain's fashion retailers have become relevant creators of virtual management actions with their customers.

2. Conceptual framework

New tools in the fashion industry now allow consumers to make informed decisions, with retailers leveraging online customer data to understand preferences better (Klein and Sharma, 2022). Consumers trust peer recommendations on online platforms more than information directly from companies (Alshurideh *et al.*, 2022; Chrysochou *et al.*, 2022). Cross-cultural research within the economic paradigm highlights the importance of culture in branding and cocreation (Lemmettyinen *et al.*, 2021).

2.1 *eCommerce in fashion*

Consumers today actively participate in creating new retail ideas, prompting retailers to invest in online communication strategies (Onofrei *et al.*, 2022). In Spain, eCommerce exceeded €18.190m in the second quarter of 2022, with travel agencies, air transport and clothing as top sectors. Notably, 46.8% of revenues came from within Spain, while 53.2% were from abroad. The UK saw nearly 60 million eCommerce users in 2022, with an expected annual growth of 8.43% by 2023, and the fashion sector is projected to reach €55.48bn by year-end (Statista, 2023a, 2023b).

Regarding websites, consumers with previous experience or knowledge of online fashion shopping are more inclined to use interactive platforms and engage in online activities (Yulian and Moko, 2022). Moreover, elements such as ease of navigation, visual design or website content positively influence fashion customers' behavior, satisfaction and loyalty (Tran *et al.*, 2023).

2.2 *Cocreation as a strategy with which to analyze user behavior on collaborative platforms*

Organizations understand the significance of emphasizing value for their customers (Japutra *et al.*, 2021; Prahalad and Ramaswamy, 2004), and are now focusing on the possibility of participation between organizations and new customers (Chen *et al.*, 2022; Lan *et al.*, 2017).

Cocreation involves customers and companies working together, enhancing the interaction and adding value for all parties (He and Zhang, 2022). Cocreation enables tailored marketing strategies and the development of new products based on customer ideas (Pralhad and Ramaswamy, 2004; Pham *et al.*, 2022). It involves collaborative efforts between customers and companies to generate innovative ideas and designs (Giuseppe *et al.*, 2022; Pham *et al.*, 2022). Multiple studies (Martínez-Martínez *et al.*, 2022) have shown that this sharing approach based on collaboration and creativity between customers and companies leads to wide-ranging innovation. This collaborative approach leads to innovation and market differentiation (Sahi *et al.*, 2022).

2.3 *Cocreating value with customers*

Cocreation allows customers to personalize their experiences, generating value through interaction (Pralhad and Ramaswamy, 2004). This approach is crucial for creating new market spaces and enhancing customer experiences (Majeed *et al.*, 2020). Customers provide practical value through interactions based on their preferences and experiences (Antwi, 2021; Battisti *et al.*, 2022). The focus has shifted from traditional marketing to models that emphasize customer participation and value cocreation (Ramaswamy and Guillard, 2010). Stakeholder experiences are essential in shaping market preferences and providing valuable insights (Sugathan *et al.*, 2017).

2.4 *Experience and cocreation*

Customer experience management is vital for competitive results (Lemon and Verhoef, 2016). These authors highlight the importance of managing every business interaction between the firm and the customer, focusing on creating the best customer experience with which to achieve highly competitive results.

Online environments facilitate better consumer-focused marketing strategies (Za *et al.*, 2020). Companies must address consumer complaints and engage in cocreation activities to ensure satisfaction (Mathis *et al.*, 2016). Consumers can accordingly develop cocreation activities jointly with companies, thus ensuring their engagement (Algesheimer *et al.*, 2005), satisfaction (Mathis *et al.*, 2016), electronic word of mouth (eWOM) and brand advocacy (Alhidari *et al.*, 2015).

Nambisan and Baron (2009) classify cocreation benefits as hedonic, cognitive, social and personal. Verleye (2015) expands these to include pragmatic and economic experiences. Positive brand perception mediates the experiential relationship with brands (Tariyal *et al.*, 2022). Cognitive and social experiences also play crucial roles in creating meaningful interactions (Newen and Vetter, 2017; Chapman and Dilmperi, 2022). Cocreation similarly enables content creation in a social exchange environment, helping configure new social scenarios (Rathore *et al.*, 2016). Finally, the economic experience perceived by the cocreator may provide value as a result of cocreation actions being carried out in shared economic contexts (Lan *et al.*, 2017), in addition to the financial benefit obtained by users as part of the reward for their participation in these actions (Itani *et al.*, 2023).

2.5 Engagement, satisfaction and intention to cocreate again

Customer engagement is critical for long-term business goals (Gopalakrishna *et al.*, 2019). Engaged customers participate more actively and contribute to better customer-company relationships (Yi and Gong, 2013). Engagement positively influences trust, retention and loyalty (Shahid *et al.*, 2022). Cocreation processes enhance skill development and provide comprehensive customer experiences (Nysveen and Pedersen, 2014). Customer satisfaction, influenced by service quality and perceived value, affects loyalty and repurchase intentions (Oliver, 1980). Multi-channel strategies like webrooming and showrooming help brands meet market needs effectively (Tang *et al.*, 2016).

Customer engagement and satisfaction are relevant factors as regards the intention to continue cocreating (Shen *et al.*, 2023) and new customers repurchase, thus contributing to the organization's profitability (Kim *et al.*, 2009). The intention to repurchase is influenced by quality, satisfaction and experiences, and by the cocreation experience.

Literature recognizes that repurchase behavior is a behavioral manifestation of customer loyalty or satisfaction (Laparojkit and Suttipun, 2022), with several studies focusing on online repurchase behavior (Khalifa and Liu, 2003) and the positive experience of cocreation and the intention to continue cocreating (Rubio *et al.*, 2021). Other studies focus on the importance of satisfaction after the cocreation experience (Nadeem *et al.*, 2021).

The importance of eWOM and user participation in online cocreation experience in the case of digital libraries was stated by Pourjahanshahi *et al.* (2023), while Abbasi *et al.* (2023) identified the impact of the value of social media images, consumer engagement and involvement on the eWOM of a tourism destination.

2.6 Cross-cultural implications in online cocreation

Hofstede (2001) provides empirically founded numerical evaluations of cultural dimensions for many countries. He analyzes the following cultural dimensions: power distance, reflecting the extent of inequality between people and the degree to which it is considered normal by the population; individualism, indicating the degree to which individuals prefer to act as individuals rather than as members of groups; masculinity, capturing the societal predominance of values that are considered masculine, such as performance, success and competition; uncertainty avoidance, which refers to a society's tolerance of uncertainty and ambiguity; indulgence and long-term orientation, addressing the way in which communities maintain links with their past while dealing with the challenges of the present and future.

Using the data provided by Hofstede (2018) as a basis, the main cultural differences between Spain and the UK can be stated as follows: the power distance dimension is higher in Spain than in the UK (57 vs 35, respectively), meaning that Spanish people more readily accept an unequal distribution of power. Power distance represents the slightest difference between the two countries and long-term orientation, both of which attain

scores near the middle of the scale. The UK scores more for individualism than does Spain (89 compared to 51).

The high level of individualism in the UK indicates that this society has more individualistic attitudes and less cohesive interpersonal bonds. British people have more self-confidence and are more independent. In the case of Spain, it is possible to state that relationships are closer, people have stronger bonds with other members of society and there is greater group cohesiveness.

The score for masculinity is higher in the UK than in Spain (66 compared to 42), signifying that Spain is moving away from its formerly masculine character and is gradually acquiring feminine characteristics (Esteban, 2004). When compared to the other countries, Spain ranks 48th, while the UK is 67th out of 69, and it is, therefore, possible to state that UK culture is more masculine.

People in Spain and the UK tend to be informal and goal-oriented (Alarcón-Del-Amo *et al.*, 2015), while the British value punctuality, voluntary associations, progress and innovation.

With regard to uncertainty avoidance, Spain scores at the high end of the uncertainty avoidance scale (86), while the UK scores below the midpoint of the range (35). It should also be noted that the most remarkable difference between the two countries is attained for this dimension, thus making it possible to state that the higher uncertainty avoidance shown by Spanish people means a greater willingness to adopt regulations and laws intended to minimize uncertainty levels; they attempt to control everything to avoid the unexpected, and society is consequently more resistant to change as a result of this (Hofstede, 2001).

In the case of the long-term orientation dimension, Spain's score is similar to that of the UK (48 vs 51), meaning that Spanish culture tends to maintain traditions and norms and is a little more reluctant to accept social changes. In contrast, British people tend to be more pragmatic and quickly adapt their practices to changing conditions.

Finally, the indulgence score for Spain is lower than that obtained by the UK (44 vs 69). These results mean that Spain can be defined as a restrained society with a tendency toward pessimism, and people believe that social norms restrain their actions. On the contrary, British people are characterized as being indulgent, with a greater willingness to fulfill their needs and desires as regards enjoying life and having fun.

2.7 Hypotheses

The cocreation experience should be enjoyable, because participants have worked to achieve the result, contributing to each decision made in the cocreation process. Of the benefits to be gained by cocreator consumers in the creative process, it is worth emphasizing the satisfaction attained from being part of a project in which the organization listens to their opinions or suggestions and uses them to develop better products and services (Prahalad and Ramaswamy, 2004).

Information concerning customer needs and other details is valuable for brands in their product and service development innovation process (Jansma *et al.*, 2021). By involving customers in the innovation process, companies can obtain measurable benefits for their strategies (Kaplan and Haenlein, 2006). Moreover, customer participation initiatives can also provide indicators such as the prices that customers are willing to pay, what kind of positive effects cocreation actions have on a firm's reputation or how cocreation affects the customer's acceptance of the company (Mahr *et al.*, 2014).

Shoukat and Ramkissoon (2022) found that customer engagement positively impacts on both value cocreation and customer experience and that value cocreation, in turn, positively impacts on customer experience. Other studies also show the influence of online communities

on cocreation activities and the relationships between companies and customers in network environments (Priharsari *et al.*, 2020).

The preceding arguments have been used as the basis on which to posit the following hypothesis:

H1. Cocreation actions have a positive influence on the cocreation experience.

External factors such as online interaction with the customer may result in positive outcomes of behavioral, affective, sensory or intellectual attributes, thus enabling customers to develop a profound positive feeling toward the brand and possibly impacting on it. Moreover, brands can also use online customization to create personalized experiences for users by targeting specific segments of their audience and offering exclusive discounts or promotions based on user data (Hussain *et al.*, 2022).

In their work, Rather *et al.* (2019) identify constructs, antecedents and consequences of tourism customer engagement, and the role played by customer-perceived place authenticity and attachment in customer engagement is posited to, in turn, affect customer trust, cocreation and destination customer loyalty. Moreover, Rather *et al.* (2022) identified customer brand loyalty during the pandemic situation in 2020, recognizing that customer engagement positively influences brand value congruence, credibility, experience, attachment, loyalty and advocacy.

The new cocreation paradigm has provided a relevant opportunity for companies to configure a new perspective of market needs. However, consumers are far ahead of most organizations in their attitudes toward engaging in cocreation activities; organizations should thus focus on strategies and process efficiency to build new engagement platforms and generate new engagement experiences for their customers (Gopalakrishna *et al.*, 2019; Higgins, 2006).

The following hypotheses regarding the effect of the cocreation experience can, therefore, be formulated:

H2. The cocreation experience has a positive influence on user engagement.

H3. The cocreation experience has a positive influence on user satisfaction.

Cocreation activities are significant as regards repurchase intentions because the user's cocreation experience influences them. For example, let us suppose that a user cocreator has a satisfactory cocreation experience with a company. He or she will, therefore, be more inclined to engage in future cocreation activities with the same organization, primarily as a result of the enhanced sense of identification with that company and increased loyalty toward it (Prahalad and Ramaswamy, 2004). The intention to continue cocreating will consequently be defined by the cocreation experience and the satisfaction derived from that action, which leads to the following hypotheses:

H4. The cocreation experience positively influences the user's intention to continue cocreating.

H5. User satisfaction after the cocreation experience positively influences the intention to continue cocreating.

Using the Hofstede model as a basis, Alarcón-Del-Amo *et al.* (2015) conducted a comparative study of two European countries (The Netherlands versus Spain). After applying a latent segmentation approach, they compared typologies of networked internet users. Hofstede's cultural framework has received substantial empirical support (Søndergaard, 1994) and has been recognized as one of social science scholars' most influential theories of culture (Nakata and Sivakumar, 2001).

The cultural differences between Spain and the UK, described in the previous section, led us to propose the following hypothesis:

- H6. There are differences in the relationships between variables (*H1a*, *H2a*, *H3a*, *H4a* and *H5a*) depending on the users' country of origin.

3. Proposed model

If all the hypotheses are integrated, it is possible to propose a model (see Figure 1). This model shows how online participation in cocreation actions (Constantinides *et al.*, 2015; Nysveen and Pedersen, 2014) offered by retail companies has the potential to exert an influence on the user experience through several dimensions of experience. These include the hedonistic, cognitive, social, personal, pragmatic and economic dimensions (Lorenzo-Romero *et al.*, 2017; Verleye, 2015).

Moreover, this study investigates how the user's cocreation experience (Verleye, 2015) can significantly influence different factors. These factors include the user's levels of engagement (Blasco *et al.*, 2014) and satisfaction (Navarré *et al.*, 2010), and their intention to participate in new online cocreation activities (Pee *et al.*, 2018) offered by retail companies (Lorenzo-Romero *et al.*, 2017).

The study additionally explores the impact of satisfaction (Navarré *et al.*, 2010, based on Oliver, 1980) on the user's intention to continue cocreating (Pee *et al.*, 2018). The research was carried out in the European countries of Spain and the UK, using a sample of cocreators who actively contribute to fashion brands (Lorenzo-Romero *et al.*, 2017) via the internet (Constantinides *et al.*, 2015).

The motivation for carrying out cross-cultural research was based on the relevance of comparing the cultural dimension of two countries (Hofstede, 2001) and testing between-group differences in the proposed structural relationships. This research presents an approach that provides differentiation to the current consumer behavior in the online channels related to the textile and apparel industry.

Using the work of Lorenzo-Romero *et al.* (2017) as a basis, the purpose is to determine whether the online cocreation activities performed by individuals are relevant to their

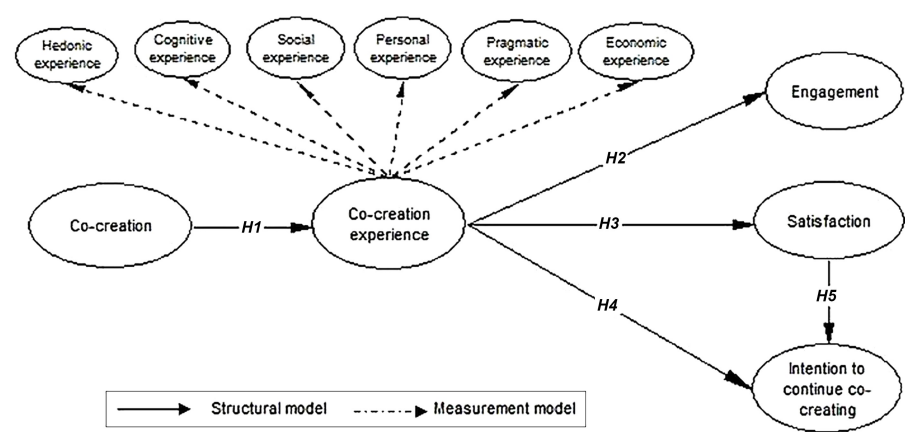


Figure 1. Proposed research model

cocreation experience and, if so, whether this influences their engagement, satisfaction or future online cocreation actions. Another aspect considered to affect the user's intention to continue engaging in online cocreation activities in the context of international fashion retailers is satisfaction. The arguments set out above allow us to formulate the model of research hypotheses shown in [Figure 1](#).

4. Methods

The methodology of this study is summarized on the specification sheet shown below (see [Table 1](#)). The research was conducted using an online questionnaire addressing active online cocreators in the fashion industry in Spain and the UK. The term "active online co-creators" refers to those individuals aged between 16 and 74 who have, in the past three years, submitted at least one comment on issues related to fashion ([Constantinides et al., 2015](#); [Lorenzo-Romero et al., 2017](#)). The questionnaire was administered during May and June 2016. The individuals were asked to answer questions regarding the retailer with which they had cocreated most recently, to which end they could choose from an extensive list of retailers and write a valid name. The sample was obtained from the market research company Netquest®, which has a panel of customers in both countries.

Again, using the work of [Lorenzo-Romero et al. \(2017\)](#) as a basis, the sample was composed of 800 online cocreators in the fashion industry (400 Spanish and 400 British). It was selected using quota sampling to ensure that the different population subgroups with the relevant characteristics were represented in the sample in the correct proportion regarding gender and age.

As occurred in the study presented herein, common method bias could pose a problem for findings when the independent and outcome variables are collected from the same source. Harman's single-factor test was, therefore, conducted to assess whether a single latent factor accounted for all the observed variables in our study ([Podsakoff, 2003](#)). This test found no significant common method bias in our data set.

Likert scales of seven points were used to measure the variables (1 = strongly disagree – 7 = strongly agree). All the scales have already been used in the literature on the internet and/or cocreation, ensuring the content validity (see [Table 2](#)). The individuals were asked to answer questions concerning the specific company with which they had most recently cocreated. The measures used in the study were taken from previously validated sources, following the suggestions of [Lorenzo-Romero et al. \(2017\)](#).

We used two types of software for the data treatment: SPSS® v.15 for the descriptive analysis and to test the reliability and one-dimensionality of the scales; and EQS® v.6.1 for the SEM analysis (see [Table 1](#)).

Table 1. Specification sheet

Population	Active online cocreators in the fashion industry from Spain and the UK
Sample size	400 Spanish and 400 British online cocreators in the fashion industry
Information acquisition procedure	Self-administered online survey
Fieldwork	May–June 2016
Sampling procedure	By quotas
Statistical technique	Structural equation modeling (SEM)
Software	SPSS® v.15 and EQS® v.6.1

Table 2. Internal consistency and convergent validity (Spain/UK)

Measurement item	Standardized factor loadings*
<i>Cocreation</i>	
<i>Adapted from Constantinides et al. (2015) and Nysveen and Pedersen (2014) $\alpha = 0.94/0.95$; CR = 0.94/0.95; AVE = 0.61/0.64</i>	
I share my opinions in the fashion Web spaces (e-mail, website of the retailer, social network of the brand, price comparison engine, forum, blog, etc.)	0.73 / 0.77
I discuss with other online users aspects of a garment or accessory (design, price and usage)	0.81 / 0.80
I provide ideas on the internet about how fashion companies can create and/or improve their products and services	0.86 / 0.85
I participate in decisions about the development of products and services offered by fashion companies	0.87 / 0.87
I find solutions to my problems together with the company	0.73 / 0.84
I am actively involved in the development of new products and services in the fashion industry (e.g. buying a product that you have previously customized)	0.84 / 0.88
I participate in online polls suggested by a fashion company to market the most voted product and/or disseminate the most voted spot	0.66 / 0.71
I give my opinion, over the internet, about beta tests (tests of products that have not yet been launched to the market) of garments and accessories	0.77 / 0.82
I participate, via the internet, in the financing of products that I find interesting to bring to the market	0.82 / 0.82
I participate, through the internet, in any other kind of activity involving ideas, tests, contributions, voting or financing for the development and/or launching new products and services related to fashion	0.72 / 0.63
<i>Cocreation experience</i>	
<i>Adapted from Verleye (2015)</i>	
<i>Hedonic experience</i>	
$\alpha = 0.93 / 0.89$; CR = 0.93v / 0.89; AVE = 0.82 / 0.73	
The cocreation experience with XYZ was a nice experience	0.87 / 0.88
The cocreation experience was fun for me	0.93 / 0.84
I enjoyed the cocreation experience with XYZ	0.92 / 0.85
<i>Cognitive experience</i>	
$\alpha = 0.92 / 0.92$; CR = 0.92 / 0.92; AVE = 0.66 / 0.67	
The cocreation experience with XYZ allowed me to keep up with new ideas and innovations	0.76 / 0.82
The experience enabled me to keep up with new ideas	0.74 / 0.81
The cocreation experience with XYZ allowed me to improve my ability to cocreate in this sector	0.86 / 0.83
The experience allowed me to improve my skill to find fashion items	0.83 / 0.80
The cocreation experience with XYZ gave me a sense of accomplishment or achievement	0.81 / 0.80
The cocreation experience allowed me to gain new knowledge/expertise about the fashion industry	0.86 / 0.83
<i>Social experience</i>	
$\alpha = 0.89 / 0.90$; CR = 0.89 / 0.91; AVE = 0.73 / 0.77	
The cocreation experience with XYZ allowed me to meet others with whom I share similar interests	0.88 / 0.88
Through my experience of cocreation I was able to connect with other people	0.85 / 0.92
Interacting with other people during the cocreation experience with XYZ was pleasant	0.84 / 0.82
(continued)	

Table 2. Continued

Measurement item	Standardized factor loadings*
<i>Personal experience</i>	
$\alpha = 0.87 / 0.90$; $CR = 0.87 / 0.90$; $AVE = 0.69 / 0.75$	
From my cocreation experience with XYZ I raised ideas that I can introduce to others	0.82 / 0.87
The cocreation experience allowed me to make others aware of my knowledge and ideas	0.83 / 0.86
By participating in cocreation with XYZ, I made a good impression on other people	0.83 / 0.87
<i>Pragmatic experience</i>	
$\alpha = 0.81 / 0.83$; $CR = 0.83 / 0.84$; $AVE = 0.62 / 0.64$	
I had control over the quality of the product/service when I cocreated with XYZ	0.66 / 0.73
I felt confident about making my activity of cocreation with XYZ	0.82 / 0.84
My expectations were met regarding the activity of cocreation developed with XYZ	0.86 / 0.82
<i>Economic experience</i>	
$\alpha = 0.94 / 0.92$; $CR = 0.94 / 0.92$; $AVE = 0.85 / 0.80$	
I received compensation for making the activity of cocreation with XYZ	0.84 / 0.86
The compensation received from XYZ was in accordance with the effort made	0.97 / 0.93
I got a fair return for cocreating with XYZ	0.96 / 0.90
<i>Engagement</i>	
$\alpha = 0.92 / 0.94$; $CR = 0.93 / 0.94$; $AVE = 0.71 / 0.75$	
Cocreating with XYZ allowed me to feel valued	0.86 / 0.90
XYZ is interested in me by suggesting cocreation activities	0.77 / 0.82
The experience provided me a special interaction with XYZ	0.87 / 0.88
I felt identified with XYZ by the fact that they allowed me to participate actively	0.89 / 0.88
My image of XYZ has improved from the experience	0.84 / 0.86
<i>Satisfaction</i>	
<i>Adapted from Oliver (1980)</i> $\alpha = 0.95 / 0.92$; $CR = 0.95 / 0.92$; $AVE = 0.82 / 0.75$	
I think I made the right decision performing this kind of activity	0.88 / 0.83
The cocreation experience with XYZ was successful	0.89 / 0.84
I am satisfied with the activity of online cocreation offered by XYZ	0.94 / 0.91
I am satisfied with the way XYZ managed the online cocreation activity	0.92 / 0.89
<i>Intention to continue cocreating</i>	
$\alpha = 0.96 / 0.92$; $CR = 0.96 / 0.92$; $AVE = 0.88 / 0.79$	
Given the opportunity, I would like to collaborate with XYZ in generating ideas for new products/services in the future	0.95 / 0.91
I would like to participate in defining the products/services that I would buy from XYZ	0.92 / 0.84
Given the opportunity, I would like to take an active part in any act of cocreation offered by XYZ	0.96 / 0.93
Notes: Robust goodness of fit indices: Spain: χ^2 (839 df) = 2,299.154; χ^2/df = 2.74; NFI = 0.868; NNFI = 0.924; CFI = 0.929; RMSEA = 0.050 UK: χ^2 (839 df) = 2,572.84; χ^2/df = 3.06; NFI = 0.877; NNFI = 0.927; CFI = 0.932; RMSEA = 0.052; * $p < 0.01$; XYZ: text that was replaced by the name of the company/brand chosen by the interviewee	

5. Results

A multi-group structural equation model was used to analyze the proposed model in Spain and the UK and to study the differences between countries in the proposed causal relationships, considering one of the dominant focal points to analyze the multi-group data (Hair et al., 2006). The SEM model was interpreted in two stages: by assessing the reliability and validity of the measurement model and by evaluating the structural model.

5.1 Measurement model

The first analysis concerned attaining the validity and reliability of the model scales for both countries by a confirmatory factor analysis (CFA). Cocreation experience is a second-order reflective factor measured using six first-order factors: hedonic, cognitive, social, personal, pragmatic and economic experience. The other constructs (cocreation, engagement, satisfaction and intention to continue cocreating) are first-order reflective constructs.

The results of the CFA are shown in [Table 2](#) for both countries and indicate that our measurement model provides a good fit to the data based on several fit statistics. The Chi-square value is statistically significant, while the normed fit index (NFI) value is slightly lower than the commonly accepted threshold value of 0.90 for both countries. The other goodness of fit statistics is acceptable. The χ^2/df ratio should be below 3.0, as recommended by [Marsh et al. \(1988\)](#), while the nonnormed-fit index (NNFI) should obtain values greater than 0.9, and the comparative fit index (CFI) and the root mean square error of approximation (RMSEA) should obtain those close to 0.05 to be indicative of an acceptable fit ([Hair et al., 2006](#)).

The reliability of the constructs is also presented in [Table 2](#) for Spain and the UK. Both demonstrate the high internal consistency of the constructs in both countries. In each case, Cronbach's alpha exceeds [Nunnally and Bernstein's \(1994\)](#) recommendation of 0.70. Composite reliability (CR) represents the shared variance among a set of observed variables measuring an underlying construct ([Fornell and Larcker, 1981](#)). A CR of at least 0.60 is generally considered desirable ([Bagozzi, 1994](#)). This requirement is met for every factor. In addition, the average variance extracted (AVE) was calculated for each construct, resulting in AVEs greater than 0.50 ([Fornell and Larcker, 1981](#)). The ten scales, therefore, have acceptable levels of reliability.

All the standardized factor loadings are significant and higher than 0.60 for both countries (see [Table 2](#)), and the average of the item-to-factor loadings are higher than 0.70. This finding provides evidence supporting the convergent validity of the indicators ([Anderson and Gerbing, 1988](#)).

Two checks for the discriminant validity of the measures were carried out ([Table 3](#)). First, none of the 95% confidence intervals of the individual elements of the latent factor correlation matrix contained a value of 1.0 ([Anderson and Gerbing, 1988](#)). Second, the shared variance between pairs of constructs was always less than the corresponding AVE, with the exception of the engagement scale, for which AVE is lower than the squared correlation with satisfaction ($0.71 < 0.74$). According to [Bagozzi \(1994\)](#), discriminant validity can be confirmed when the correlations between variables in a confirmatory model are not significantly higher than 0.8. As this is the case between each pair of constructs in this study, construct validity was verified by assessing the convergent and discriminant validity.

Content validity is a characteristic of representative items drawn from established literature ([Cronbach and Thorndike, 1971](#)). Items included in the scale have been analyzed in the academic literature concerning the internet and cocreation, and we consequently consider that content validity is ensured ([Table 2](#)).

5.2 Structural model and multi-group analysis

After confirming the validity and reliability of the scales, it was necessary to test the invariance of the measurement instrument to compare the two groups ([Hair et al., 2006](#)). In our case, any differences between the ratings provided by the scales for Spain and the UK could have resulted from actual differences between the countries or they could have been owing to systematic errors produced by how people in different countries respond to specific

Table 3. Discriminant validity of the theoretical construct measures

	HE	CE	SE	PE	PRE	EE		CC	ENG	SAT	IC
Spain											
HE	0.82	[0.73,0.85]	[0.52,0.70]	[0.57,0.74]	[0.61,0.77]	[0.14,0.34]	CC	0.61	[0.19,0.38]	[0.06,0.27]	[0.14,0.33]
CE	0.63	0.66	[0.72,0.87]	[0.71,0.84]	[0.56,0.74]	[0.26,0.46]	ENG	0.08	0.71	[0.82,0.91]	[0.67,0.81]
SE	0.37	0.63	0.73	[0.67,0.82]	[0.43,0.63]	[0.29,0.50]	SAT	0.03	0.74	0.82	[0.71,0.83]
PE	0.43	0.60	0.55	0.69	[0.70,0.85]	[0.39,0.59]	IC	0.06	0.55	0.59	0.88
PRE	0.48	0.42	0.28	0.60	0.62	[0.42,0.59]					
EE	0.06	0.13	0.16	0.24	0.26	0.85					
UK											
HE	0.73	[0.77,0.90]	[0.60,0.76]	[0.55,0.73]	[0.61,0.78]	[0.19,0.42]	CC	0.64	[0.19,0.38]	[0.16,0.38]	[0.24,0.42]
CE	0.70	0.67	[0.75,0.86]	[0.71,0.84]	[0.61,0.77]	[0.34,0.55]	ENG	0.16	0.75	[0.85,0.92]	[0.68,0.84]
SE	0.47	0.65	0.77	[0.70,0.84]	[0.54,0.73]	[0.41,0.62]	SAT	0.07	0.78	0.75	[0.67,0.82]
PE	0.41	0.60	0.60	0.75	[0.78,0.89]	[0.53,0.71]	IC	0.11	0.58	0.56	0.79
PRE	0.48	0.48	0.40	0.70	0.64	[0.49,0.69]					
EE	0.09	0.19	0.27	0.38	0.34	0.80					

Notes: CC = cocreation; ENG = engagement; SAT = satisfaction; IC = intention to continue cocreating; Cocreation experience (second-order construct) HE = hedonic experience; CE = cognitive experience; SE = social experience; PE = personal experience; PRE = pragmatic experience; EE = economic experience; The diagonal represents the AVE, while the 95% confidence interval for the estimated factors correlations is provided above the diagonal, and the shared variance (squared correlations) is represented below the diagonal

items. As Horn (1991, p. 119) proposed, *without evidence of invariance of the measurement instrument, the study conclusions would be weak.*

The invariance of the measurement instrument was measured by adopting a three-step process corresponding to the three levels of invariance that needed to be fulfilled.

Step 1: we first evaluated the loose cross-validation or single-group solution (the least demanding form of equivalence), estimating the CFA in the two samples separately. A good fit in both is required.

After evaluating the validity and reliability of the proposed model for Spain and the UK, a good CFA fit was obtained for both samples (summarized in Table 4, in the rows concerning simple group solutions).

Step 2: the following step concerned checking that the factor structure (number of factors) was the same for the two samples. These are called equal form, factor structure or configurational invariance. The method is very similar to that described above, with the difference being that a multi-group estimation was carried out rather than estimating the

Table 4. Measurement invariance test

Model	χ^2	Degrees of freedom (df)	Dif. χ^2	Δdf	P	RMSEA	CFI	NNFI
<i>Single group solution</i>								
Spain (n = 400)	2,299.15*	839				0.050	0.929	0.924
UK (n = 400)	2,572.84*	839				0.052	0.932	0.927
<i>Measurement invariance (n = 800)</i>								
Equal form	4,871.97*	1,678				0.051	0.930	0.925
Equal factor loadings	4,977.66*	1,721	105.75	43	0.0	0.051	0.928	0.925

Note: * $p < 0.01$

model separately for each sample. In other words, the model was estimated simultaneously for the two groups. This model served as a basis on which to verify whether the restrictions imposed adversely affected the fit.

We checked whether the chi-square and the degrees of freedom were the sums of the two previous ones (see [Table 4](#)), and as they were still significant, the remaining robust indicators showed that it was reasonable to assume the same factor structure in the two samples (RMSEA = 0.051; CFI = 0.930; NNFI = 0.925).

Step 3: we checked the invariance of the factor loadings (also called equal factor loadings or metric invariance), implying that it would be reasonable to assume that the factor loadings that joined each factor to its indicator were the same in the two samples. In other words, we ensured that the concepts had been measured similarly in both cases. To ensure invariance, it is necessary to compare the chi-square of Steps 2 (equal form) and 3 (equal factor loadings) so as to verify that the fit of the new model is not significantly worse. In this case, the difference in the chi-square values was 105.75, which is significant (see [Table 4](#)), and it was consequently possible to conclude that imposing restrictions on the equality of factor loadings would significantly worsen the fit; in other words, it was not possible to confirm the factor invariance of the measurement instrument.

Nevertheless, if partial invariance existed, in other words, if there were at least two invariant factor loadings for each factor, it would be possible to continue and evaluate the differences between countries in terms of the relationships proposed ([Hair et al., 2006](#)). This partial invariance was analyzed using Lagrange multipliers for each of the proposed restrictions. This led to the discovery that only the restrictions corresponding to eight-factor loadings would improve the fit if eliminated. In other words, they were likely different in the two samples. The significance levels of the additional 35 were higher than 5% ($p > 0.05$).

Eliminating the parameter equality restriction would not, therefore, improve the fit, signifying that the factor structures were likely the same in both samples. We also discovered that in these 35, there were at least two loads per factor. In summary, it was possible to confirm partial invariance and test between-group differences.

The multi-group model to which the structural part was added had a good fit [$\chi^2(df = 1,729) = 4,690.324$ ($p = 0.00$); $\chi^2/df = 2.7$; RMSEA = 0.047; NFI = 0.878; CFI = 0.939; NNFI = 0.936]. More importantly, however, this was then taken as a reference with which to compare the fit with that of the models incorporating the restrictions of interest (referring to the equality restrictions on the relationship between factors) to analyze whether the difference was significant. We consequently compared the multi-group model without restrictions with each of the models with each of the restrictions. [Table 5](#) (below) shows the results of the multi-group analysis. Note that there are no significant differences, meaning that the fit is not significantly different when adding an equality restriction to the parameters. It is, therefore, worth considering these restrictions, and we can conclude that the parameters are not significantly different, which confirms that there are no differences between the groups as regards the causal relationships proposed.

The results obtained for the structural analysis, shown in [Table 5](#), and the second-order construct (cocreation experience) results are shown in [Figure 2](#). This figure includes the standardized coefficient for each causal relationship and its significance level for Spain (in blue and bold) and the UK (in green).

As [Table 5](#) and [Figure 2](#) show, the results obtained for both countries make it possible to state that cocreation activities have an evident, positive, direct and significant influence on the cocreation experience and that the entire cocreation experience is reflected in the subconstructs proposed. Moreover, the cocreation experience directly affects engagement, satisfaction and intention to continue cocreating. Satisfaction simultaneously influences the

Table 5. Hypotheses testing

Hypothesis	Path	Spain		UK		Multigroup analysis	
		Standardized path coefficients	Robust <i>t</i> -value	Standardized path coefficients	Robust <i>t</i> -value	$\Delta\chi^2$ ($\Delta df = 1$)	<i>p</i>
<i>H1/H1a</i>	CC → CCE	0.435*	7,113	0.490*	9,904	0.000	1.000 ^{ns}
<i>H2/H2a</i>	CCE → ENG	0.824*	11,334	0.925*	31,964	0.000	1.000 ^{ns}
<i>H3/H3a</i>	CCE → SAT	0.757*	9,177	0.838*	15,669	0.000	1.000 ^{ns}
<i>H4/H4a</i>	CCE → IC	0.262*	3,642	0.467*	4,667	0.003	1.000 ^{ns}
<i>H5/H5a</i>	SAT → IC	0.573*	7,379	0.354*	3,734	4.319	0.999 ^{ns}

Notes: CC = cocreation; CCE = cocreation experience; ENG = engagement; SAT = satisfaction; IC = intention to continue cocreating; Spain = R^2 (ECC) = 0.189; R^2 (ENG) = 0.678; R^2 (SAT) = 0.573; R^2 (IC) = 0.625. Goodness of fit indices: χ^2 (848 df) = 2,290.475; χ^2/df = 2.70; NFI = 0.871; NNFI = 0.929; CFI = 0.934; RMSEA = 0.048UK: R^2 (ECC) = 0.240; R^2 (ENG) = 0.855; R^2 (SAT) = 0.703; R^2 (IC) = 0.621. Goodness of fit indices = χ^2 (848 df) = 2,337.997; χ^2/df = 2.75; NFI = 0.889; NNFI = 0.942; CFI = 0.945; RMSEA = 0.046; * $p < 0.01$; ns = nonsignificance

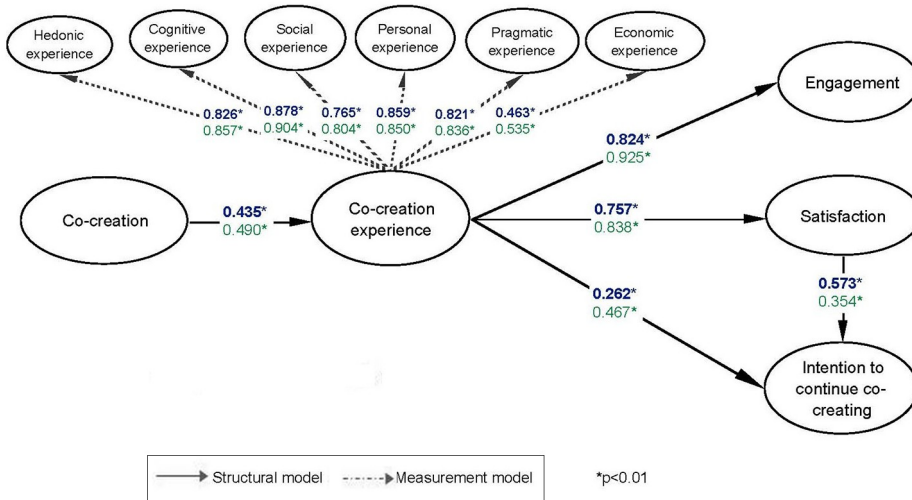


Figure 2. Results of research model

intention to continue cocreating. After studying the culture effect, it is possible to confirm that there are no statistically significant differences between the countries. We also tested the mediating role of cocreation experience and satisfaction with cocreation. We tested the direct effect by using its respective simple mediation model. We can confirm that cocreation experience is a full mediator and that satisfaction is a partial mediator of the relationship between cocreation experience and intention to continue cocreating.

6. Discussions and conclusions

This paper presents a comprehensive overview of cocreation in fashion retail in Spain and the UK, along with the potential benefits of customer cocreation. The paper argues that

customers are becoming more involved in personalizing their online experiences with retailers and that retailers are investing in online communication strategies with which to strengthen customer relationships. This study explicitly fills a gap in the knowledge regarding how customer cocreation contributes to companies' results by establishing stronger relationships and increasing engagement – an area in which there has been a lack of research (Bendapudi and Leone, 2003; Frasset-Deltoro *et al.*, 2019; Prahalad and Ramaswamy, 2004). The paper specifically discusses the role played by customers in value cocreation, underscoring the importance of customers' engagement, satisfaction and intention to continue cocreating. Customer cocreation actions provide value to companies in terms of better products or services and indicators of customer behavior. The objective of the analysis carried out was to understand online cocreation in the fashion retailer context by testing a model of the consequences of cocreation behavior in Spain and the UK (Lorenzo-Romero *et al.*, 2017). The results support all the hypotheses concerning both countries, while the assumptions regarding differences between the two countries cannot be accepted.

It has been demonstrated that online channels provide companies with a range of opportunities by which to manage online cocreation encounters to satisfy customers' needs and engage them, which is the ultimate objective of marketing. This research demonstrates that consumers' online participation in cocreation actions influences the cocreation user experience by means of several experiential variables: hedonistic, cognitive, social, personal, pragmatic and economic. Moreover, a positive cocreation experience positively affects consumers' engagement, satisfaction and intention to continue cocreating. Additionally, higher satisfaction leads to an increased intention to continue cocreating. The results obtained consequently provide evidence of the benefits of customer cocreation.

It is also possible to confirm that there are no differences between the two countries analyzed as regards the causal relationships proposed. In both countries, the customer's experience in the cocreation activity strongly influences customer engagement, in addition to having a slightly less intense impact on satisfaction and a far slighter effect on the intention to continue cocreating. Moreover, an important antecedent of the intention to continue cocreating is the consumers' satisfaction with the experience. However, the cocreation experience in the UK substantially influences the intention to continue cocreating more than providing satisfaction, while satisfaction has the strongest influence in Spain. In short, the fact that there are no significant differences between countries provides some evidence that our model is culturally robust.

6.1 Theoretical implications

This paper contributes to the literature by providing a comprehensive overview of the role played by customers in value cocreation and exploring the benefits and experiences associated with cocreation activities. Although prior research has explored various aspects of customer cocreation behavior, few studies have compared customer behavior in different countries. The proposed model is culturally robust since the findings reveal that there are no significant differences between the two countries.

This study specifically has two main theoretical implications. First, the theoretical model proposed in this study is expected to prove to be a value framework for customer cocreation in the fashion retail industry. The constructs of our study imply that consumers' online participation in cocreation actions influences their cocreation user experience in various dimensions, including the hedonistic, cognitive, social, personal, pragmatic and economic aspects. Previous studies in the context of cocreation and concerning customer experience in general and its effects on engagement and satisfaction have mostly considered customer experience as a general construct, without exploring the dimensions of the experience in any depth (e.g. Khan *et al.*, 2022; Shahid *et al.*, 2022).

In contrast, [Shahid et al. \(2022\)](#) examine the antecedents and outcomes of consumer experience with mobile banking apps, showing the relevance of convenience, trust and social influence, which play a significant role in enhancing consumer experience with the use of this type of app. In this respect, the research conducted by [Khan et al. \(2022\)](#) highlights a stronger positive correlation between consumer experience and relationship quality/loyalty intention in mobile app-based interactions, as opposed to desktop browser-based interactions. This finding underscores the strategic significance of the former.

Second, it adds to the existing body of research by exploring how customer cocreation contributes to companies' results, particularly in terms of establishing stronger relationships and increasing engagement and placing special emphasis on the importance of customer engagement, satisfaction and intention to continue cocreating. A positive cocreation experience affects consumers' engagement, satisfaction and intention to continue cocreating. Our study was focused on consumers who have cocreated and how their experience influences their intention to continue cocreating, along with the marketing results of the company. This provides a more comprehensive image of the core aspects of and benefits to customers in this context.

6.2 Practical implications

This research provides a valuable insight into the role played by online cocreation in the fashion industry and how it affects user experience. It can serve as a guide as regards enabling companies in the fashion industry to understand how to effectively engage with their customers through cocreation activities. Having confirmed the validity of the model proposed to explain the cocreation process, we suggest that companies from the fashion industry should develop cocreation activities with their customers to ensure greater engagement. Engagement is a powerful measure of the quality of the bonds between a customer and a firm. Moreover, these activities generate high satisfaction among customers, who become proactive as regards carrying out more of these activities in the future. The findings of this study, therefore, reveal that a positive experience in cocreation activities in the fashion industry is a significant predictor of engagement and satisfaction, two critical variables with regard to gaining loyal customers. Fashion companies consequently need to develop cocreation strategies and encourage their customers to cocreate by, for example, codesigning, customizing products or writing reviews, and should provide platforms or opportunities for customers to participate in cocreation activities, such as online forums, social media and design contests ([Franke et al., 2010](#)). Furthermore, companies should strive to ensure that customers have a positive experience when participating in their cocreation activities so as to maximize customer satisfaction and engagement and maintain their commitment to participating on an ongoing basis.

Besides the impact on satisfaction and engagement, it is essential to incorporate cocreation into the company's innovation process to generate more innovative ideas and products that better match customer preferences ([Mahr et al., 2014](#)).

Finally, we have found no differences between Spain and the UK regarding the relationships in the proposed cocreation process. Contrary to other information technology-use studies, culture is not significant in these activities. This is good news for companies, since globalization and the use of new technologies, especially the internet, are prompting more companies to develop international strategies. In summary, this research demonstrates that the globalization brought about by the internet could be the reason why there are no differences between the two countries as regards online cocreation activities. Companies must, therefore, focus on generating good customer experiences, as this has been demonstrated to influence satisfaction and engagement, among other elements.

[Table 6](#) summarizes the research conclusions and implications.

Table 6. Conclusions and theoretical and managerial implications

Conclusions	Theoretical implications	Managerial implications
Customers in Spain and the UK are actively engaged in cocreation activities in online fashion retail, contributing positively to company results The study confirms a culturally robust model with no significant differences between the two countries Cocreation positively influences customer engagement, satisfaction and intention to continue cocreating	The paper contributes by providing a comprehensive model for customer cocreation in the fashion retail industry, exploring various dimensions of cocreation user experience It emphasizes the importance of engagement, satisfaction and intention to continue cocreating Few studies have compared customer behavior in different countries, highlighting the cultural robustness of the proposed model	Companies in the fashion industry should develop cocreation activities to enhance customer engagement The study recommends focusing on positive cocreation experiences to maximize satisfaction and engagement Cocreation should be integrated into the innovation process for more customer-centric products Globalization and the internet have minimized cultural differences in online cocreation activities

6.3 Limitations and future research directions

This study has some limitations. First, this research is purposely limited to the fashion and apparel industry. Despite being a leading player in the application of digital tools and an excellent exponent of cocreation strategies, future research could explore other activities with which to increase the validity of our results. Moreover, future research could include some antecedents of cocreation behavior in the online environment to create a more holistic model.

As we have found no differences between Spain and the UK in terms of the relationships in the proposed cocreation process, and as a future research line, it would be interesting to test this proposed model in other countries that are more culturally distant. Moreover, other variables should be included, especially antecedents that can explain the motivational factors for customer cocreation or variables with which to examine whether the type of cocreation activities developed affects the degree of satisfaction, engagement and intention to cocreate. Cocreation activities can additionally reinforce brand engagement, brand satisfaction and new cocreation activities proposed by brands as outcomes of customer participation in internet communities.

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