

# **The Effect Dimension Customer Motivation and Customer-owned Resources on Customer Co-Creation Value (Case study: Clothing Instagram Stores)**

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**What matters in online businesses is creating value for customers and its long-term benefits, maintaining customer satisfaction and profitability by re-purchasing and introducing others. Based on this research, the answer to this question is to answer. How does the dimensions of customer motivation and resources impact on how to create common customer value among consumers who buy clothes Instagram? In order to answer the proposed question, nine hypotheses have been presented in the research that include the customer motivation to create a common value with the customer, the customer's resources affect the creation of common value with the client, trust in the creation of common value with the client is affected. ; Commitment to the creation of shared value with the client; the desire to create a common value with the client; knowledge affects the creation of shared value with the client; Skills affect the creation of shared value with the client, creativity affects the creation of shared value with the client. And the relationship has an impact on creating a common value with the customer. This research is based on the type of applied target. The data gathering method was fieldwork. A questionnaire was used to collect information. The statistical population of the study is customers of online clothing stores located in Rasht who have pages (Instagram) and Internet sales. Which is considered an infinite society. A total of 384 people were obtained as a minimum through the Cochran formula for an unlimited society. To test the reliability of the questionnaire, Cronbach's alpha was used which was more than 0.7 for all variables. SPSS SMART PLS2 software was used to analyze the data. All research hypotheses, except for the effect of commitment and knowledge on creating a common value with**

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the customer, were statistically significant at 95% confidence level. The greatest impact is the impact of the customer's motivation on creating a common value with the client and the lowest impact intensity on the impact of skill on creating a common value with the client.

**Keywords :** customer motivation, Customer Co-Creation Value, client resources

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