

"A man is
great by
deeds, not by
birth"

-Chanakya

Welcome to IIMK



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Working Paper

IIMK/WPS/532/MM/2022/06

March 2022

The role of colours in the co-creation process

Aishwarya Ramasundaram¹

¹Assistant Professor, Marketing Management Area, Indian Institute of Management, Kozhikode, IIMK Campus PO, India, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - aishwaryar@iimk.ac.in, Phone - (+91) 495 - 2809235

The role of colours in the co-creation process

Abstract: In today's world, marketing has shifted towards being consumer centric. Managers try to design products to cater to the needs and wants of their customers. One of the ways in which this is achieved is co-creation, where the customer exhibits a high degree of involvement and gets involved in creating their own product or service along with the supplier. In this study, we explore mechanisms of improving the quality of co-creation. Specifically, the study explored the influence of color on the co-creation process. The results will help managers put consumers in a more relaxed state and increase consumer's valuation of the product that they co-create.

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/faculty/publicationmenu.php>

