

The Use of Internet and the Emergence of Consumer "Co-Creator"

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Abstract: *This present article aims to explain how the Internet is introducing new challenges in managing customer relationships while promoting the emergence of consumers "co-creator". Integrating "Co creation" is a source of customization and it makes the adaptation of the company offers to customers' needs.*

Keywords: Internet use, relational approach, consumers "co-creator", interaction, customer relationship management

1. Introduction

The information technology and communication has shaken consumer habits and has transformed their expectations and modes of interaction with the company. The emergence of Internet has a revolutionary impact on the practice of marketing. It has brought the organization to its consumers [1]. With this technology, behavior and consumption habits have been profoundly modified. The consumer becomes more proactive with the company. Therefore, throughout this article, we will present the impact of the Internet on the management of customer relationships and we will develop its contribution to the emergence of consumer "co-creator". So what are the challenges of co-creation and Internet on the development of a customer management relationship?

The objective of this paper is to offer a better understanding of this active approach in order to promote the consideration of the contributions of this new consumer trend at the professional level.

1. The challenges of using the Internet for Customer Relationship Management

The desire to promote better customer service is increasingly developed with the emergence of Internet and new channels (Internet, Call Center ...). These technologies are opening new fields of customer interactions and new opportunities for businesses. They have facilitated the integration of a marketing collaboration. The company understands and sustains the relationship with the customer [2]. This evolution leads to the development of individual and personalized relations between brands and users [3,4].

The challenge is creating a new relationship between brand and customer. This relationship should take the form of an interactive process between the brand and its customers [5].

In this context, communication one line can listen and understand the various stakeholders of the company and redefine the nature of the relationship. The transition from transactional to relational brand facilitated by the use of the Internet encourages company to establish an essential dialogue between consumers and brand. Internet has now become an essential requirement for establishing effective

relations between the company and its customers. It exceeded temporal or geographical limitations. The use of Internet has participated in the emergence of marketing with maintaining and building lasting relationships with customers by providing a better targeting of customers. This technology develops the "consumer partner" and ensures a new form of interactivity and personalization "one to one". As a result, companies become virtual. Example banks did not wait the arrival of the information to develop telematics relations. These were built relations either by Mintel or by computer link, especially for corporate clients [6]. Thus, the Internet provides many benefits to consumers and affects the nature of the business relationship. It promotes the transition from a static approach to a proactive and dynamic approach, while promoting more opportunities for interaction between the supplier and its customers at lower cost. The sharing of information will be the result of the willingness of partners that derive from the awareness of the opportunities offered by the information revolution. A source of updated information allows better targeting of offers and makes it possible to anticipate the behavior and needs of the customer [7]. The focus on the customer enters the emergence of offensive actions in order to develop the customer base or to expand the existing potential consumer clients using better recognition [8].

2. The challenges of the emergence of the Internet and "Co-Creator Consumer"

The consumer is related to a network in order to create communities of interest [9]. In recent years, the paradigm of a consumer "co-creator" is presented as an alternative to the consumer purchaser. There was the emergence of a "consumer entrepreneur" [10]. The consumer is now a part of a process of co-production. He gives his own "consumption" [11]. This phenomenon of partnership is developed in real time with the development of websites and direct communication [12]. The co-creation is the dynamic in the relationship between the customer and the producer that allows direct customer involvement in the design, production or distribution of value [13]. Co-creation is the participation and collaboration of the consumer in the specification and determination of the offer of the company. For example in the field of architecture and design or textiles, the customer can use a website and provide the company model and desired design while selecting colors, patterns and textures desired.

Internet becomes a means of handling the network activities and is an aid in the personal communication who the consumer is often seen as partners. Also for the case of car brands (Fiat, Ferrari): Customers were asked to rate (on a website or specialized media) designs vehicles supposed to represent the future evolution of the brands[13].

Consumption of the product is an opportunity to interact with the consumer, he has an active consumer and he co-creates a personalized experience [14]. If we place ourselves on the side of consumers, customers who make the process to connect to a website appear a priori to be particularly receptive and active with respect to information transmitted to them [5]. Consequently, for the case of a service offering, the customer indicates how the service can be better served and meet their needs. Every interaction should take place in the context of customer value [15]. For example, for a travel agency, the client can offer new destinations, new forms of travel, transport and new additional services.

The relationship with users is changed to the new forms of collaboration between producers and consumers. It is necessary to start the dialogue on an equal footing: the relationship based on a real exchange involving the client in the valuing and remembering his wishes in a database data [16]. Indeed, the client expects the company to listen, understand their concerns and proposes the solution that solves. For example in the banking service, followed by the historical evolution of the financial situation of the client via the database is able to direct banks to offer a better proposition credit and reimbursement formulas.

In the company "one to one", the customer is the most important and the product is only one way of achieving satisfaction. Through dialogue with the consumer, the company provides a product or a service to ensure better welfare of the consumer [17]. Using the Internet as customization tool organizations can benefit from higher levels of satisfaction and trust from the partner [18], particularly on adaptation and personalization of service [19,20]. Moreover, specialists of electronic commerce and information and communication technologies also note that it is by establishing a more personal relationship with the companies that consumers are able to influence directly or indirectly the design of products [21,22,23]. Decryption of consumer behavior in the new digital generation is able to guide companies towards better exploitation of consumer mutation to bring value and differentiation.

Such as Nike, via a platform on the Internet, it downloads personal data on customers (knowledge, temperatures and weather conditions, application of appropriate music during the activity) and has adapted its products to these data [24]. A consumer co-creator can offer solutions to improve existing services. The expert staff in its field of activity is able to identify problems and constraints based on their skills. Example in the case of health care, the nurse may propose solutions or recommend the purchase of sophisticated equipment in order to improve the quality of health service offered.

2. Conclusion

Internet allows a company to communicate with its customers in order to adapt the supply of its products and services to their profiles. This exchange of experiences on the consumer market produces value for the company. Consumer can even propose better solutions to improve the offer. It can generate and strengthen their relationships with their company through their involvement in the creative process.

The most advanced companies are those that are able to use the Internet to make more interactive relationship with their customers and to implement processes with high added value [25]. This technological reactivity promotes co-creation. It is able to offer prospects and creativity for business. Business leaders are called to integrate the use of dynamic websites and databases while encouraging the creativity and originality of their customers. The company is required to implement a process of customer feedback in order that the customer will be able to study the product, to test and advise the company. Co-creation of internal and external customers is therefore involved in the commitment and customer satisfaction and the emergence of consumer "co-creator" can promote the development of modern company that will be internal and external listening to its customers and will be able to better anticipate opportunities future improvement.

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