

Building Relation Between Company and Consumers Through Co-Creation: European and Asian Context

M. Wiścicka^{1*}, S. Misiak-Kwit¹

Building relations with stakeholders seems to be a standard behaviour in the companies that operate throughout the today's markets. One of the forms of building relations is to invite a customer and other stakeholders to contribute to product creation, to assess the quality of the service or to share experiences that were gained while using the products. However, is it worth to open up for clients' experiences? Maybe the clients are not interested in such issues? How this process looks like in different countries, taking account of different levels of market development and cultures? Those questions gave an impetus to conduct a research among clients from different countries, such as Poland, Germany, Romania, China, Georgia or Sri Lanka. The emphasis in this article is placed on presentation of research results from two countries: Poland (European culture, HDI 0,834) and China (Asian culture, HDI 0,834). The target group of the survey was young people which by virtue of their psycho-physical characteristics are more open to share their experience and engage in various activities. The aim of this article is to present similarities and differences in building relations through co-creation in China and Poland. The paper consist of two parts, theoretical and practical. Theoretical deliberations were devoted to the explanation of supporting the process of product creation. In this part also advantages of process of building relations with clients have been shown. Empirical part has been devoted to the presenting of results of studies showing the interest of young people in participation in co-creation in Poland and China.

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¹ University of Szczecin *mwiscicka@wneiz.pl