Abstract

This case study analyzes the impacts of the Just-In-Time (JIT) Knowledge Brand Model (Rosa, 2017) - an interactive device for brand management applied to GUESS fashion brand management. The research uses JIT Knowledge Brand Model as a conceptual framework in a mixed methodology approach through qualitative and quantitative measurements. Thus, the research process is divided into two phases: 1st phase exploratory (qualitative) and 2nd confirmatory (quantitative). The 1st phase involves 42 in-depth Face-To-Face interviews with Guess clients and stakeholders, while the 2nd phase includes data collected through a self- administered online questionnaire sent by email to a database of 50.000 clients which resulted in 584 valid responses.

The main findings indicate that an interactive omnichannel device, operationally tested and supported by JIT Knowledge Brand Model, has a significant impact on measuring emotional attachment (customer satisfaction, loyalty and recommendation) and gathering co-creative innovation inputs for performance sustainability and continuous improvement, thus confirming the operationality of the conceptual model for knowledge management and interaction with the client base. Furthermore, it was found in latent data that the emotional attachment is strongly dependent and predicted by two factors: F1. Makes me feel good and represented, and F2. Price and variety of products and quality of services.

Keywords