

# Consumer Coproduction Journeys and Crafting in Expert Services

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Cite as:

Spanjol Jelena, Nations Courtney, Anderson Laurel, Mende Martin, Downey Hilary, Go Jefferies Josephine, Ostrom Amy (2020), Consumer Coproduction Journeys and Crafting in Expert Services. *Proceedings of the European Marketing Academy*, 49th, (64754)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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## **Abstract**

While most expert service professionals and researchers agree that engaged consumers are desirable, on the flip side, increased demands reflect mounting personal responsibility for understanding and making “correct” consumption choices, without possessing the corresponding level of expertise. We suggest that service consumers face obligations and tasks that resemble those of employees and use the lens of “job crafting” to illuminate aspects of this responsabilization. We explore what we call consumer coproduction crafting (CCC) in the context of diabetic consumers engaging in online discussion forums. Employing a netnographic approach, we collected data from two forums. Our analysis uncovers three major themes in CCC revolving around (1) expertise integration dynamics, (2) coproduction crafting demands (negotiating supervision, developing entrepreneurial thinking and acting, and assembling scaffolding), and (3) coproduction crafting modes (reactive, proactive, and inactive).

**Keywords:** *TSR; Coproduction; ExpertServices*

**Track:** Services Marketing