

The relationship between value co-creation and well-being in the case of online smoking cessation communities: a hierarchical component modeling approach

Sihem DEKHILI

BETA-CNRS, University of Strasbourg

Ameni BEN JEBRIL

BETA-CNRS, University of Strasbourg

Yousra HALLEM

INSEEC School of Business Campus of Lyon

Cite as:

DEKHILI Sihem, BEN JEBRIL Ameni, HALLEM Yousra (2021), The relationship between value co-creation and well-being in the case of online smoking cessation communities: a hierarchical component modeling approach. *Proceedings of the European Marketing Academy*, 50th, (94326)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



The relationship between value co-creation and well-being in the case of online smoking cessation communities: a hierarchical component modeling approach

Abstract

The new technologies have fostered the emergence of a more connected healthcare system, which increases the ability of patients to control their health. This paper focuses on the effectiveness of Internet and online interactions in tobacco cessation. Researches about how persons co-create value in online healthcare communities remain scarce. More specifically, this paper explores the impact of co-creation on the subjective well-being of patient-smokers as well as on their feeling of empowerment. For this, an empirical study has been conducted among 550 members of an online community for smoking cessation. Results from PLS approach show that value co-creation is a third-order formative construct. Otherwise, the study exhibits a strong positive effect of value co-creation on the subjective well-being of the patient-smoker as well as on his feeling of empowerment.

Keywords: *Value co-creation; online healthcare community; subjective well-being*

Track: Transformative Consumer Research