

Motivational Drivers and Moderating Information Communicator Effects in Co-Creation

Lina Jacobsen

MAPP-Centre, Aarhus University

Ana Tudoran

MAPP-Centre, Aarhus University

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Abstract

This study proposes the communicator of co-creation information to influence the importance of various drivers of consumers' intention to co-create with companies. The objectives of this study are to investigate 1) what drives consumers' intended co-creation participation, and 2) how the importance of various drivers can be influenced by the co-creation information communicator. Data were collected in Denmark (n=1175) through an online survey. Respondents were assigned to three experimental groups and presented to a co-created product concept. The manipulation was conducted by changing the communicator of the co-creation information. Results revealed that relatedness to the company, monetary incentives, domain involvement, and domain innovativeness were all significant antecedents of consumers' intended engagement in co-creation. However, the relative importance of these factors depended on the degree of consumer visibility in the communication. More specifically, whether the co-creation information was communicated by the company, the co-creating consumers, or both affected the relative importance of most of the drivers.

Keywords: *Co-creation; Motivation; Communication*

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