

# Motivational Antecedents of User Willingness to Invest Effort into Complex Online Services

**Orsolya Sadik-Rozsnyai**  
ESSCA School of Management  
**Barbara Caemmerer**  
ESSCA School of Management

Cite as:

Sadik-Rozsnyai Orsolya, Caemmerer Barbara (2022), Motivational Antecedents of User Willingness to Invest Effort into Complex Online Services. *Proceedings of the European Marketing Academy*, 51st, (106936)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



# Motivational Antecedents of User Willingness to Invest Effort into Complex Online Services

## **Abstract**

Due to recent technological advances, increasingly more complex and longer-lasting services are now being provided through self-serving technologies (SSTs). In these contexts, customer participation (CP), and its dimension consumer effort (CE), are critical to successful service performance. Against this background, we explore different motivational factors that impact customers' willingness to invest effort (WIE) in a complex online service setting. Data from N=108 users from an online service platform were extracted. A content analysis reveals that principally two intrinsic (excitement of novelty and longing for autonomy) and two extrinsic motivations (leverage and network) can be observed in participants that successfully complete the service. We develop research propositions in an integrative model linking these motivational antecedents to WIE, actual user effort and final service outcomes.

**Keywords:** *Self-service-technologies; online; motivation*

**Track:** Services Marketing