

The Sustainable Connection? Examining the Effects of Companies' Sustainability on Customers' Co-creation Intention

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Abstract

Climate change and increasing consumer preference for sustainable products drive companies to prioritize sustainable innovations. Co-creation with customers during product development is essential to meet this demand and recent research suggests a company's sustainable image boosts customer co-creation. However, whether customers prefer co-creating with sustainable or non-sustainable companies is unclear. Additionally, the psychological mechanisms driving co-creation in sustainability are largely unexplored. This work addresses these gaps with two studies: Study 1 examines sustainability's role for co-creation and its underlying psychological mechanisms. Study 2 explores strategies enhancing co-creation intentions in the sustainability context, investigating regulatory focus as a potential moderator.

Subject Areas: *Consumer Behavior; Market Orientation; Marketing Strategy; New Product Development and Launch*