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Better together: Co-creating value in an online support group

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Abstract

Investigating the impact of the technological transition of transformative services on consumers' well-being outcomes is critical from a Transformative Services Research perspective. The purpose of this research is to explore the value co-creation experiences of obese consumers in an online social support group. A netnographic study of an online social support group for a stigmatised group of consumers revealed online support groups provide consumers with more than just information on weight management. These online support groups give consumers the opportunity to co-create valuable experiences. Of the three consumption values co-created in the online social support, emotional value was consumer dominant, and social value and functional value were found to be both consumer and service dominant. Implications for theory and practice are discussed along with limitations and directions for future research.

Keywords: Transformative Services Research, co-created value, Netnography, online support groups