

Challenging fun: Predicting customers' sustained interest in co-creation through enjoyment

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ABSTRACT

Numerous enterprises engage in the advancement of product or service innovation by actively involving consumers in the co-creation process. This study aims to examine the significance of co-creation enjoyment in fostering sustained customer co-creation, particularly in situations involving increased task difficulty. A total of 274 valid questionnaires were collected from participants who had engaged in various types of co-creation activities, such as ideation, design, support, and marketing. Three findings were unfolded: First, both utilitarian and hedonic value positively affect customers' sustained interest in co-creation. Second, enjoyment in co-creation serves as a mediating factor between customers' perceived value and sustained interest. Third, engaging in challenging tasks strengthens the positive relationship between utilitarian value and co-creation enjoyment. This insight is particularly relevant in the context of developing innovation strategies by fostering sustainable customer engagement.

Keywords:

Sustained co-creation interest, Co-creation enjoyment, Customer value, Challenging task.