



International Journal of Market Research

Vol. 55 No. 4, 2013 p.539–561

Co-creation with consumers: who has the competence and wants to cooperate?

Lead users and emergent nature consumers are two highly attractive targets for marketing co-creation. Based on a representative sample of the French population ($n = 995$), we show that the competence and engagement in co-creation of these two target groups are significantly greater than for other consumers. This result is encouraging for market research companies that face a growing reluctance of customer participation in marketing studies. In addition, we have normed the distribution of lead user and emergent nature consumer scores among the population. This results in specific reference points for naming customer data while at the same time making it easier to filter respondents for future co-creation initiatives.

The full article is only available to IJMR subscribers.



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