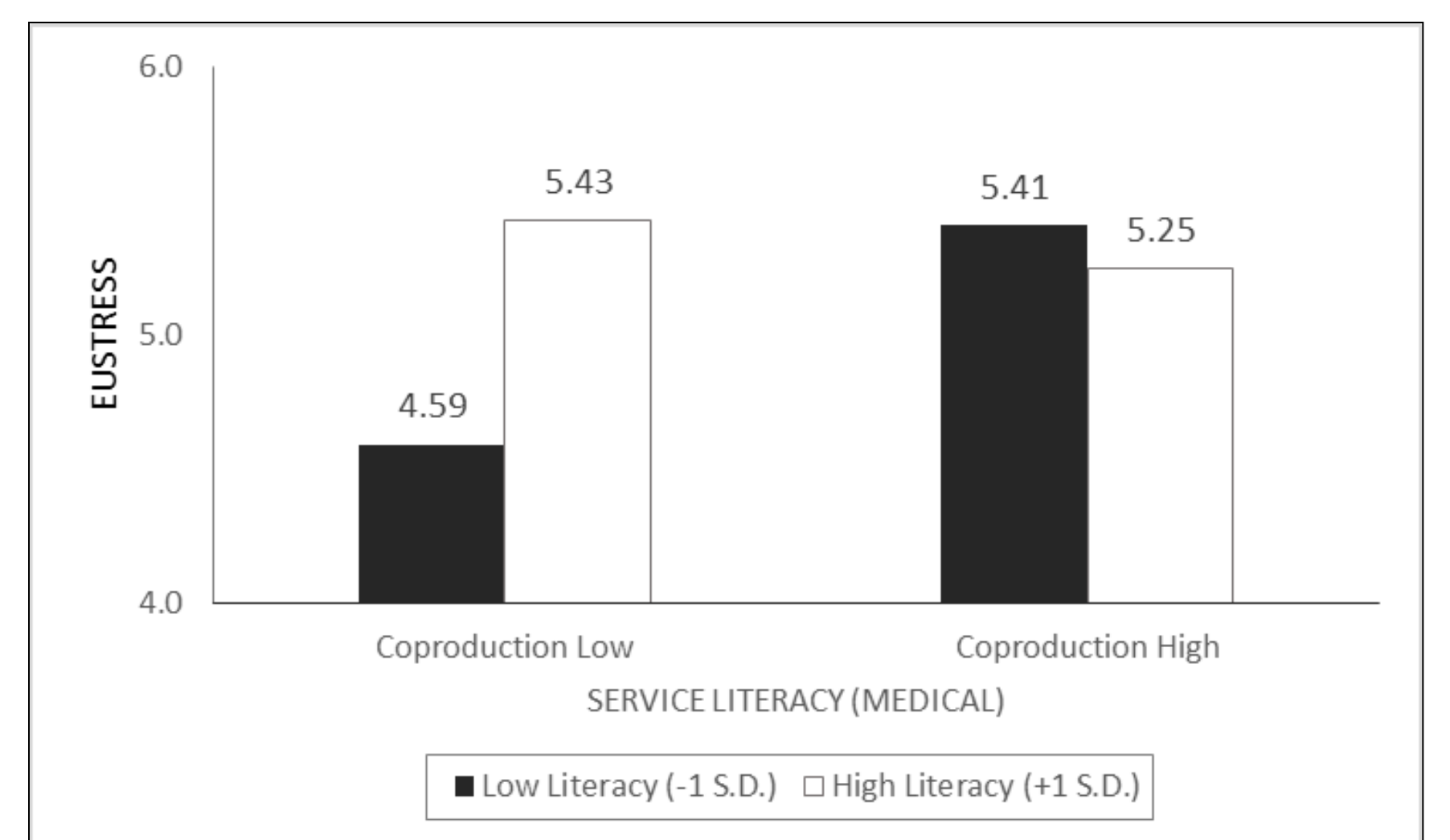
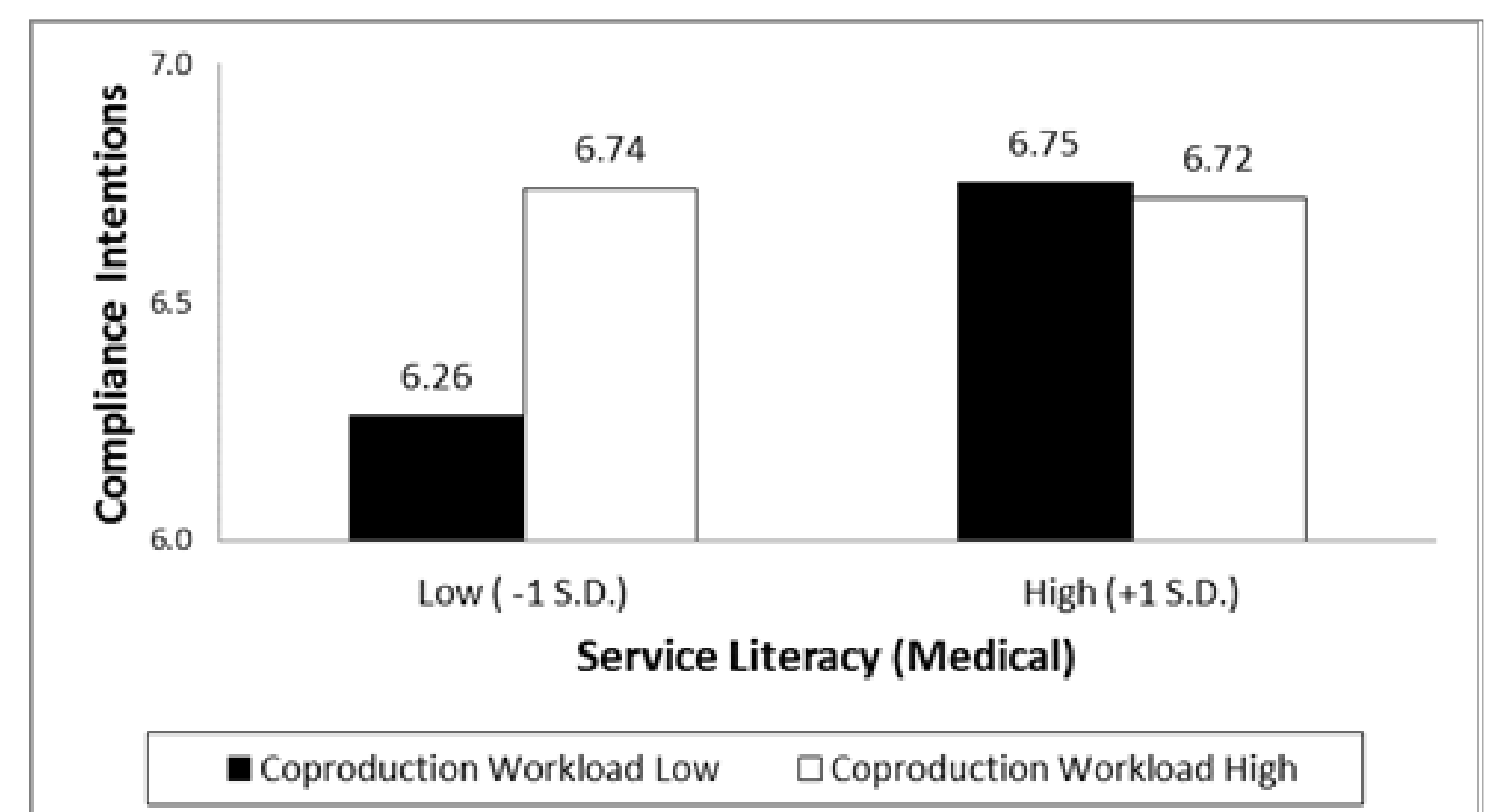
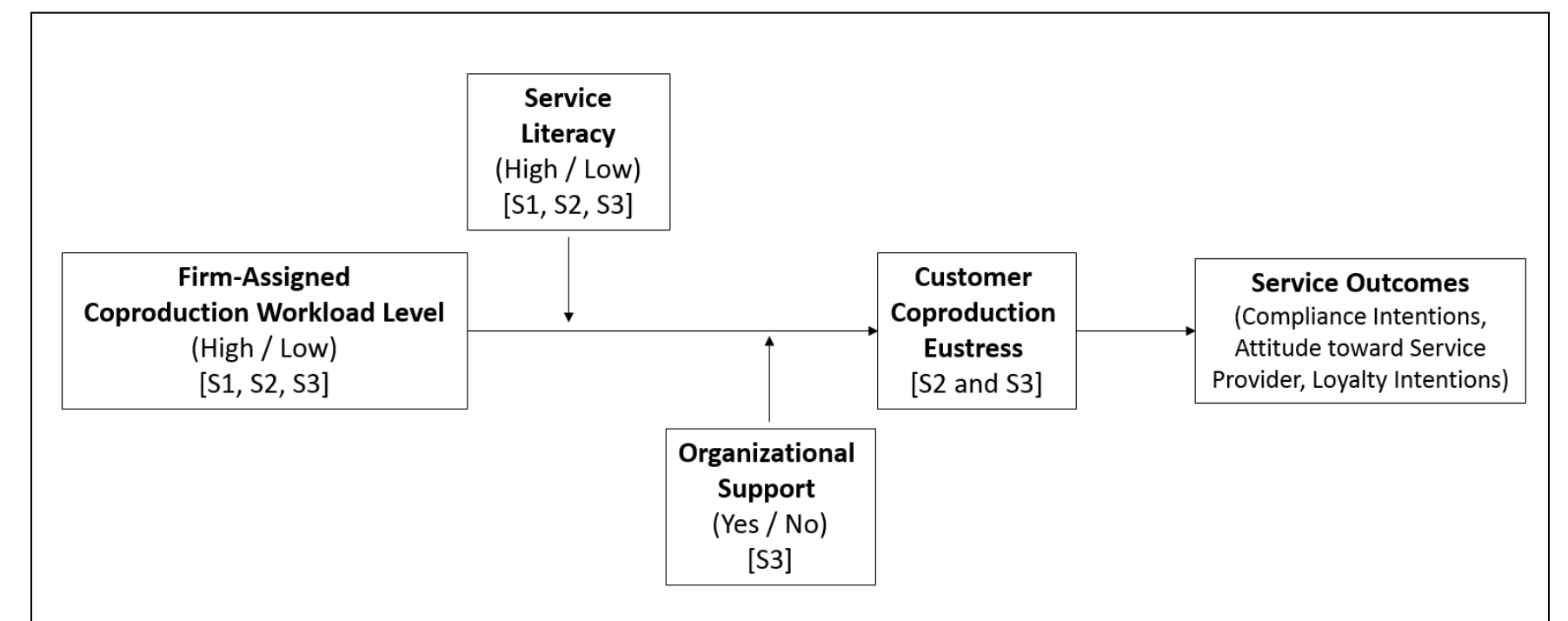


Activating Customers as Coproducers for Better Service Outcomes: The Interplay of Firm-Assigned Workload, Service Literacy, Social Support, and Coproduction Stress

- H_1 : Higher coproduction levels have a more positive effect on service outcomes (e.g., compliance) than lower coproduction levels.
- H_2 : Service literacy moderates the association between coproduction level and service outcomes, such that a higher (vs. lower) coproduction level leads to more positive service outcomes, especially for customers with low service literacy.
- H_3 : Coproduction eustress mediates the positive effect of coproduction levels on service outcomes.



- Next steps: Examine the role of organizational support and its influence on the demonstrated effects.
- Implications: This research has implications for how policy makers and managers can activate consumers as coproducers for better service outcomes, particularly low service literacy consumers.

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