Weighting for change: Consumers co-creating value in an online support group

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16 tailored programs for: weight loss, strength, running, and pregnancy/post-baby available through digital sources:

- MyTracker App
- Interactive website
- Developed by accredited health professionals e.g. practicing dietitians and exercise scientists

Accountability and support:

- Weekly weigh-in
- 4-weekly body measurements
- Fitness tests
- Support forums

Three distinguishing aspects of the program:

- Physical activity
- Nutrition
- Mindset
Transformative services

**Perspective**
- The intersection between service and wellbeing

**Delivery**
- Increasingly delivered via technologies such as the Internet and mobile devices

**Outcome**
- Technological transition of these transformative services on consumers’ well-being

Source: Rosenbaum, (2015)
Focus: Consumer

Illustrative Well-being Outcomes
- Access
- Literacy
- Decreasing Disparity
- Health
- Happiness
Online support groups

Source: (Loane, et al. 2014)
Value co-creation

Consumptions Value Theory

- Emotional
- Social
- Functional

Methodology

Netnography

- Over 15,000 posts
- 3,149 users (3.55kg average weight lost)
- Overweight and obese consumers
- 2 week period
Seeking:
Hi Guys, I have just moved to # Cremorne Sydney with my family and would love to get a group of likeminded [program]mers who live and work in the area together. So we can chat, do some training together and keep each other motivated through the next upcoming 12 weeks.

Social Value

Giving:
Welcome on board and thanks for sharing! If at any stage you feel like you are at risk of giving up, please share what you are going through! We are all here for you and believe in you 100%.
Results

Seeking:
I am extremely scared to fail!

Giving:
Well done on taking the first step Krystal! I’m quite nervous about failing but also excited as well, so I know the feeling.

Giving:
I’ve missed being amongst the team here at the program. I considered trying it on my own this time but I know how much the support of this program helped me accomplish my goal of developing a healthier lifestyle...so here I am!
Results

Receiving:

Thanks for all your messages ladies. Great to hear what everyone does to fit in a workout and this is great advice - thank you.

Giving:

…and the low down on that can be found in these FAQ
## Summary of text analysis

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Discussion

- Exchange of social support
- Bi-directional nature of support value co-created in online social support groups
- Power shifts from the service provider to the consumer
Obesity, like diabetes requires lifelong management

Transformative services may have the hidden capacity to encourage wellbeing on a broader scale

Provide a non-judgmental environment with the end goal of improving health and wellbeing

Develop strategies to optimise their services enabling stigmatised consumers to co-create value in a safe place