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Customer Interface Design for Customer Co-Creation in the Social Era

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Highlights

- This study examined the influence of interface components for customer co-creation.
 - Character, choice, and customization were related to customer commitment to co-creation.
 - Community and contact interactivity were not related to customer commitment.
- Performance risk did not moderate the effect of commitment on patronage intention.
- The study provides insights to e-retailers considering customer co-creation.

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