**Title page**

**Not everyone appreciates the benefits of social support: the effects of relational self and attachment styles**

**Abstract**

Research on virtual communities and social support are well documented in psychology and marketing literature. There has been little research on how people react to the health-related information provided by other community members. Drawing from social support, attachment style, and relational self literatures, this research proposes a conceptual framework to examine these issues in the healthcare context, and seeking to understand how marketing messages can affect one’s attitude toward the healthcare community.

***Keywords:*** *Emotional support, tangible support, attachment style, relational self*

References available upon request