Much recent discussion on how customer value is created has focused on customer value cocreation and customers' usage of resources associated with this process. Value-in-use is a core building block of S-D logic, representing the value realised by the customer through integration of resources during the service process. Yet few have sought to capture or empirically validate what value-in-use is derived by customers, including both positive and negative value. This paper advances understanding of value-in-use by means of a three-stage study conducted in the context of financial planning. Following a qualitative stage to ascertain the positive and negative dimensions of value-in-use, a multi-dimensional scale was developed and tested. Confirmed as psychometrically sound, the scale was then utilised in a third stage to show the differing effects of four positive and five negative value-in-use dimensions on a range of outcome measures. Emotional costs are found to have particular relevance in credence settings.

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