

A longitudinal study of value in use for a high involvement service

Service dominant logic has emphasized “value in use”, but one problem in operationalizing this logic is the estimation of that value where the outcome of a service process requires estimates of emotional benefits. These emotional values may not be immediately present, but may only present themselves to the consumer, and the researcher, some time after the completion of a service process. Furthermore, value in use may only have meaning in the context of networks of shared emotions of consumption, rather than seeing an individual as an isolated consumer.

This research explores a high involvement service encounter with the capacity to evoke a range of shared and individual emotions. Participants were tracked over a period of one year following the service encounter, and were asked to report on a range of indicators relating to their cognitive and emotional retrospective recall of the event. An online survey was used, which comprised 351 respondents immediately after the event, and 118 who followed through to the final stage 12 months later. At each stage, respondents were asked a range of questions about their behavioural intention, including likelihood of recommending a similar event to a friend.

Analysis indicated that measures of emotion were much better predictors of future behavioural intention than purely cognitive measures. Moreover, the effect of emotions appeared to become more significant with the passage of time.

This paper seeks to inform debate about service dominant logic by exploring the concept of value in use in the context of shared networks of consumption and where “value” may only reveal itself over time.