

# Co-Creation: The More We Contribute – The More We Value

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**Purpose:** In goods-dominant logic, value, as a positive comparison of benefits over costs, led to a widespread understanding that consumers are mainly concerned with spending as little as possible and receiving as much as possible in added benefits from purchases (Zeithaml, 1988; Sweeney & Soutar, 2001). Yet, according to Service-Dominant Logic (SD-Logic), when social-economic actors contribute and integrate their resources, the co-created value, as a service outcome, should emerge improving the service system's well-being, understood not only as macro-level eco-systems well-being, but also as well-being for all actors involved (Vargo & Lusch, 2016; Vargo et al., 2017). Thus, this study's purpose is to examine whether when co-creation participants contribute more resources to the process they value the outcomes more.

**Study design/methodology/approach:** A two-study experimental scenario-based design was utilized. Study 1 ( $n=460$ ) used a co-creation contest managed by a popular US-based coffee-brand. Participants were equally and randomly assigned as active contributors or simple observers (manipulation:  $M_{contributors}=5.68$ ,  $M_{observers}=4.73$ ,  $t=3.20$ ,  $p<0.001$ ). Study 2 ( $n=960$ ) used a destination resort setting, where participants co-created their resort-stay. Participants, active resource integrators, were equally and randomly assigned to strong or weak resource contribution conditions (manipulation:  $M_{strong}=8.51$ ,  $M_{weak}=4.49$ ,  $t=11.72$ ,  $p<0.001$ )

**Findings:** In Study 1, ANOVA demonstrated that contributors appraised resource integration significantly higher than observers:  $F(1, 458)=15.13$ ,  $p<0.001$ , and subjective well-being as co-creation outcome:  $F(1,458)=4.16$ ,  $p<0.05$ . In Study 2, MANOVA revealed that participants with strong contribution, appraised value and outcomes higher: co-created value  $F(1,958)=309.44$ ,  $p<0.001$ ; perceived value  $F(1,958)=318.34$ ,  $p<0.001$ , subjective well-being  $F(1,958)=267.43$ ,  $p<0.001$ .

**Originality/value:** Theoretically, the results support SD-Logic's integration of resources premise (Vargo & Lusch, 2016) and bring forward a new understanding of value. Following SD-Logic, the more co-creation actors contribute their operant resources to co-creation, the more they value the well-being outcomes.