

# Examining Value Co-Destruction: Toward a Typology of Resource Disintegration: An Abstract

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**Abstract** The notion of consumer misbehavior has gained more attention in recent years, challenging the old adage that “the customer is always right.” This is also evident in the value co-creation literature in which certain behaviors, such as consumer participation, may result in undesired consequences. However, only a handful of researchers have begun to view this alternative side to value co-creation. As such, this article seeks to gain a better understanding of the manifestations and traits of value co-destruction (VCD), the opposite possibility of value co-creation. Here, VCD refers to the decline in value created together by a provider and consumer from their interactions and experiences that result in resource disintegration. From a service-dominant logic perspective, the current study argues the propensity of consumers contributing negative value to the co-creation process through resource disintegration. That is, if resources are misused or applied the wrong way, then the value potential is not realized from the dyad. Using a typology of value destruction, this article explores the application of resource disintegration based on the interaction between service systems and intentionality.

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