How Experience **Ownership Changes** Consumers

Aaron J. Barnes ILLINOIS

Abstract

This research probes the conceptual distinctions between product and experience ownership, and investigates experience ownership's influence on consumer identity using qualitative methods.

Theoretical Gap

Consequences of object ownership (Belk 1988; Fournier 1998) Ownership of abstract concepts (Heider 1958; Isaacs 1933)

Experience **Ownership**

Ownership as a **Process**

State ownership (Beggan 1992; Gawronski, Bodenhausen, & Becker 2007)

Consequences of psychological ownership (Peck & Shu 2009; Pierce, Kostova, & Dirks 2001; Shu & Peck 2011)

Research Questions How does experience ownership differ from product ownership?

How does experience ownership affect consumer identity over and above product ownership?

Context: Illinois Marathon [°] April 30, 2016 °~6,000 marathoners [°] Champaign-Urbana

° Single event, paid admission, and large consumer base



Methods

12 Depth Interviews

30-60 min. 5 males 25-58 years old 172 pgs.

Emergent Findings

 Uniqueness/ Irreplaceability

> "[Sharing unique experiences] makes your experience even bigger than what you personally had.'

"I emailed [the organizers] a very positive email kind of defending them. It hurt me to hear about all of the negative feedback...that implies that I feel like it's my race too because I was offended by that."

Defensibility

Preliminary Conclusions

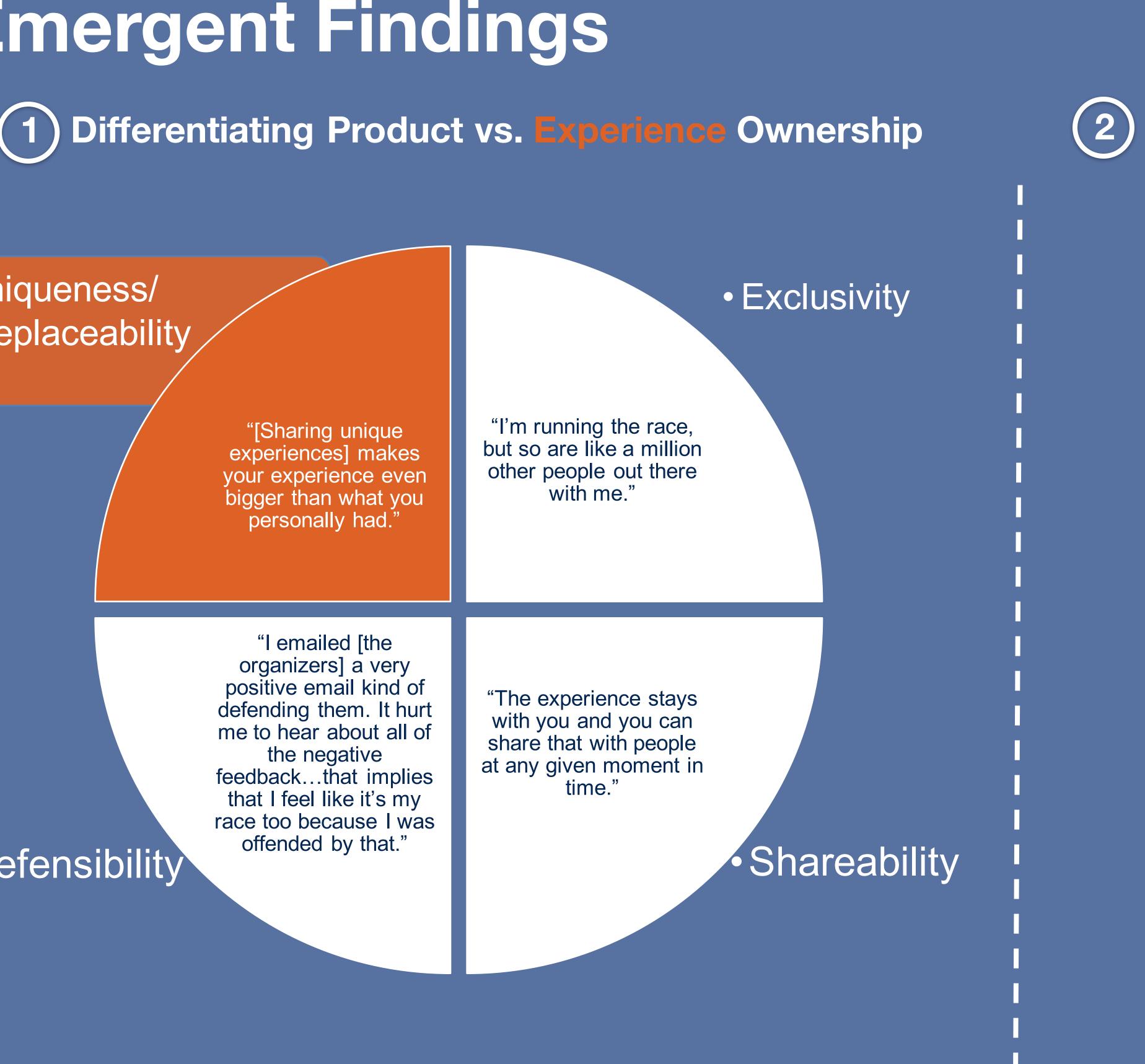
- Uniqueness seems to differentiate experience ownership from product ownership.
- Experience ownership has its greatest impact on consumer identity during the preparation stage. Prior literature on product ownership might suggest that products impact identity in the latter two stages (execution and debrief).

Direct Observation

Day of the IL Marathon

Iterative Analysis

(Miles, Huberman, and Saldaña 2013; Spiggle 1994)



Selected References

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Experience Ownership Process

Goal Concreteness • "I could go out and run a 9' 30" mile, but no, I want to run an 8' 40" and that's mine"

Preparation Intensity "I knew all of the work that I had to do to get to

that point even though there were struggles in the race. I own that.'

Execution

• "The Chicago marathon, that's where I qualified for Boston, that experience I would keep.

Debriefing

• "Yeah, everybody hangs out. They don't just leave, they hang out at the stadium for a while. Watch other people cross...that's kinda COO.