

How Experience Ownership Changes Consumers

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Methods

12 Depth Interviews

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

Direct Observation

Day of the IL Marathon

Iterative Analysis

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



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?

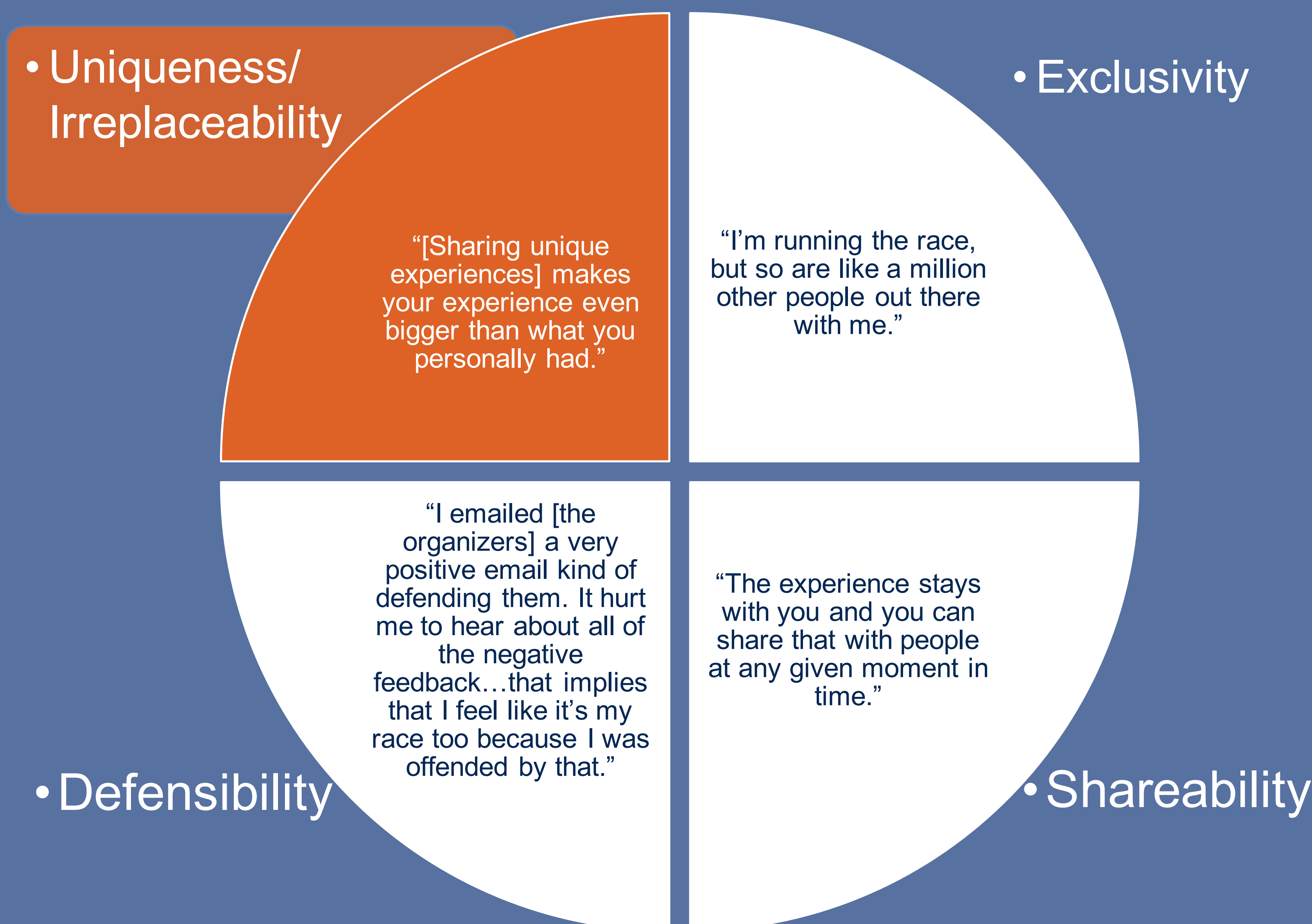
How does experience ownership affect consumer identity over and above product ownership?

Context: Illinois Marathon

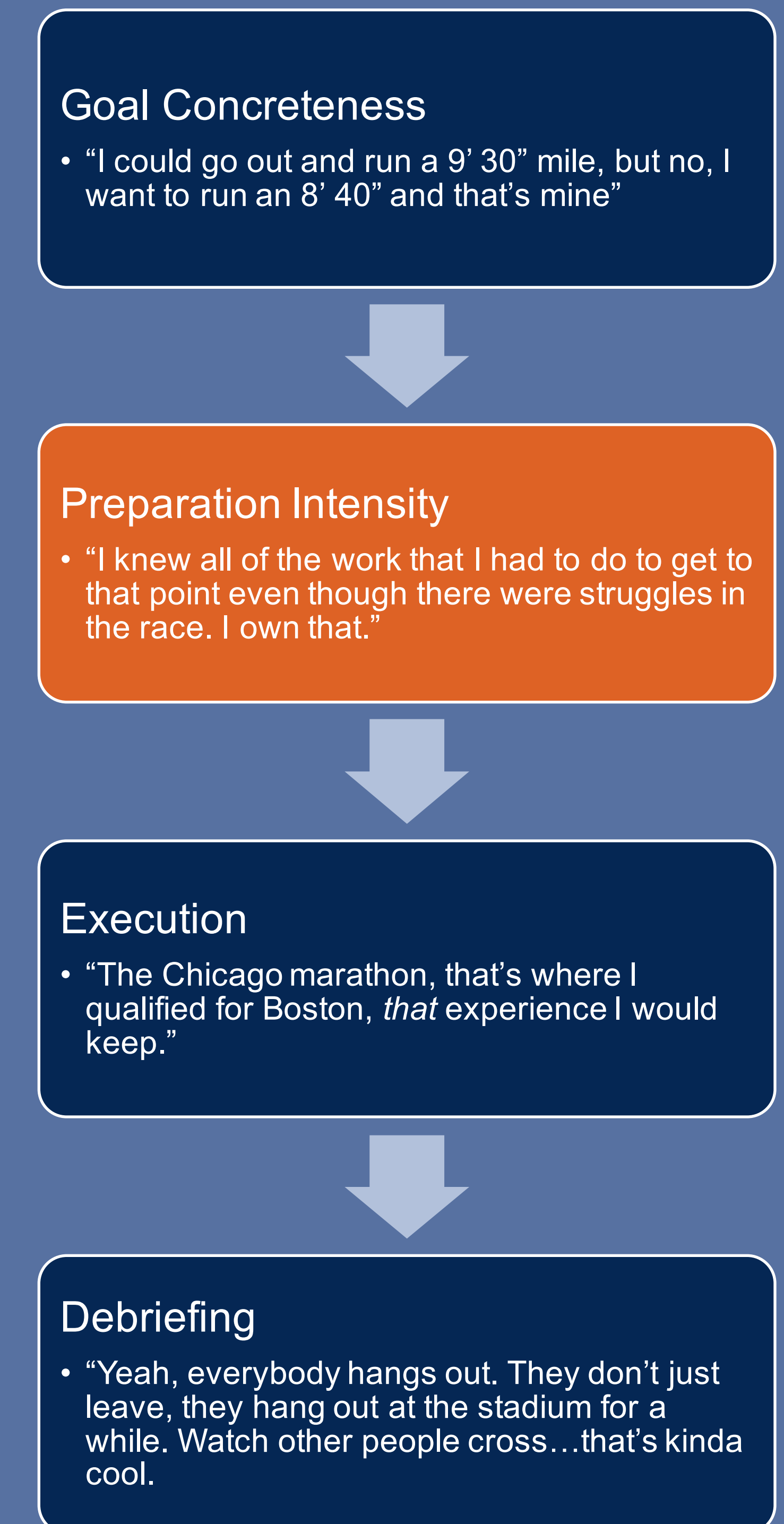
- April 30, 2016
- Champaign-Urbana
- ~6,000 marathoners
- Single event, paid admission, and large consumer base

Emergent Findings

① Differentiating Product vs. Experience Ownership



② Experience Ownership Process



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).

Selected References

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