Level of customization

* HCP
* PCP

Psychological ownership

Willingness to pay

Type of features

(Hedonic vs utilitarian)

Schreier (2006)  
Franke et al. (2009)

Dellaert & Stremersch

Hildebrand et al (2014).

(Morewedge et al., 2021)  
Atasoy & Morewedge (2017)  
Bonaventure & Chebat (2015)  
Shu & Peck (2011).

(Morewedge et al., 2021)  
Atasoy & Morewedge (2017)  
Bonaventure & Chebat (2015)

Shu & Peck, 2011  
Jami et al., 2021  
(Broniarczyk & Griffin (2014)  
Norton et al (2012)

(Shu & Peck, 2011)

Li & Atkinson (2020)  
Bonaventure & Chebat (2015)  
(Broniarczyk & Griffin (2014)

Dhar & Wertenbroch (2000).  
Bonaventure & Chebat (2015)

Lee & Kim (2020)

(Lancaster, 1966).  
(Du et al., 2015).  
(Dhar & Wertenbroch 2000).  
(Shu & Peck, 2011  
(Irmak & Goodman, 2013).  
(Blakely, 2022)

Li & Atkinson (2020)  
(Shu & Peck, 2011),  
(Morewedge et al., 2021)  
Brown (2018)