Level of customization

* HCP
* PCP

Psychological ownership

Willingness to pay

Type of features

(Hedonic vs utilitarian)

Schreier (2006)  
Franke et al. (2009)  
(Morewedge et al., 2021)

Dellaert & Stremersch

Hildebrand et al (2014).

(Morewedge et al., 2021)

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

Shu & Peck, 2011

(Shu & Peck, 2011)

Li & Atkinson (2020)

Dhar & Wertenbroch (2000).

Lee & Kim (2020)  
(Franke et al., 2009)  
Puligadda et al., 2010  
Dellaert & Stremersch, 2005

(Lancaster, 1966).  
(Du et al., 2015).  
(Dhar & Wertenbroch 2000).

Li & Atkinson (2020)