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)

(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)

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

Li & Atkinson (2020)