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).

Atasoy & Morewedge (2017)  
Bonaventure & Chebat (2015)  
Shu & Peck (2011).

Norton et al (2012)

Jami et al., 2021

Morewedge et al (2021)

(Shu & Peck, 2011)

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

Dhar & Wertenbroch (2000).

(Shu & Peck, 2011)  
Bonaventure & Chebat (2015)

Irmak & Goodman (2013),

Lee & Kim (2020)  
(Muhammad, 2022).  
(Simonson, 2005)  
Huffman & Kahn (1998)  
Puligadda et al., 2010).   
(Dellaert & Stremersch, 2005).

Schreier (2006)

(Lancaster, 1966).  
(Du et al., 2015)  
(Irmak & Goodman, 2013).  
(Blakely, 2022)

Batra & Ahtola (1990)

(Botti & Mcgill, 2011)

Crowley et al (1992)

(Dhar & Wertenbroch 2000).

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

Broniarczyk & Griffin (2014),

Irmak & Goodman (2013),