

PSYCHOLOGICALLY ACCESSING OWNERSHIP: HOW DOES PSYCHOLOGICAL OWNERSHIP AFFECT PEER-TO-PEER ACCESS-BASED CONSUMPTION?

Autoria

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Resumo

The feeling that differentiates what is mine from what is yours is known as the psychological ownership. Clearly in the last thirty years, most of management studies about the theme have been applied to the organizational field. By contrast, in the domain of marketing, the topic has begun to receive some attention in the last ten years. Despite the great contributions of these and other studies applying the psychological ownership concept to the marketing field, they have been considering exclusively consumption modes based on the transference of ownership. The investigation of the psychological ownership in transactions that may be mediated by the market, but where no transference of ownership occurs - the access-based consumption - seems to be a promising venue for further studies. This conceptual paper takes the first step in this sense. It suggests that consumers' utility perception toward an accessed target mediates the effect of psychological ownership on propensity to pseudo-share this target, thus, on consumers' participation in peer-to-peer access-based practices. In this relation, this project also fits the moderating aspect of consumers' basic individual values proposed by Schwartz (1992, 2012). Managerial implications and suggestions for future researches are discussed.



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Abstract

The feeling that differentiates what is *mine* from what is *yours* is known as the psychological ownership. Clearly in the last thirty years, most of management studies about the theme have been applied to the organizational field. By contrast, in the domain of marketing, the topic has begun to receive some attention in the last ten years. Despite the great contributions of these and other studies applying the psychological ownership concept to the marketing field, they have been considering exclusively consumption modes based on the transference of ownership. The investigation of the psychological ownership in transactions that may be mediated by the market, but where no transference of ownership occurs - *the access-based consumption* - seems to be a promising venue for further studies. This conceptual paper takes the first step in this sense. It suggests that consumers' utility perception toward an accessed target mediates the effect of psychological ownership on propensity to pseudo-share this target, thus, on consumers' participation in peer-to-peer access-based practices. In this relation, this project also fits the moderating aspect of consumers' basic individual values proposed by Schwartz (1992, 2012). Managerial implications and suggestions for future researches are discussed.

Keywords: Psychological ownership; access-based consumption; sharing; utility; basic individual values.

1. INTRODUCTION

The perception of ownership that someone has over a target, legally or not legally owning such object, is known as the psychological ownership (Jussila et al. 2015; Pierce, Kostova, and Dirks 2003). Most of studies about the topic in management has been used to check the attitudinal and behavioral antecedents and consequences attached to members of organizations (Peng, and Pierce 2015; Van Dyne, and Pierce 2004) and, more recently, to consumers (Hulland, Thompson, and Smith 2015; Kirk, Peck, and Swain 2018). In the latter, marketing researchers seem to have been little attentive to other forms of transaction rather than those where transference of ownership occurs (Peck, and Shu 2009).

The overall literature has commonly considered outcome variables (e.g. willingness to pay and loss aversion) in contexts where acquisition and/or loss of an object is the basis of a decision, thus, concluding consumers' responses as prerogatives for acquisition and loss of a target. In other words, these studies have framed contexts where the definitive relocation of ownership characterizes a consequence from consumers' decision. For example, Lessard-Bonaventure, and Chebat (2015) checked consumer's willingness to pay for a product based on their previous touching experiences and level of psychological ownership with it. Shu, and Peck (2011) quantified consumers' loss aversion to definitely forfeit products based on several predictive variables (e. g. imagery and mood), confirming the psychological ownership's role as a mediator of these relations. Although the study of psychological ownership in contexts of ownership transference has been producing great theoretical and managerial contributions, to date, no study has been found in contexts where the ownership is accessed rather than permanently obtained.

This current conceptual paper encourages the application of psychological ownership in peer-to-peer access-based transaction, that is, in a type of consumption that may be mediated by the market, but where no transference of ownership takes place (Bardhi, and Eckhardt 2012; Lamberton, and Rose 2012). Theoretically, this research brings an opportunity for future scholars interested in checking *how* the psychological ownership may incite more people to participate in access-based practices. Specifically, I propose the redirection of the cause-mechanisms of psychological ownership (control, intimate learning and self-investment) toward non-ownership transactions (Hair et al. 2016; Kirk, McSherry, and Swain 2015). In order to test them in contexts where the transference of ownership does not take place, this project also includes the mediation effect of *consumers' utility perception* and the moderating effect of *basic individual values* to strengthen the theoretical model. Thus, I raise five hypotheses to be assessed by future researches.

Responding to Hulland, Thompson, and Smith (2015) and Peck, and Luangrath (2018) calling for investigations that extend the study of psychological ownership in modes of consumption where ownership occurs transiently, this conceptual paper brings meaningful insights about the topic. First it updates the state of the art about psychological ownership in the marketing field. Second, it contributes to the psychological ownership research using the construct as a tool to increase transactions where ownership does not take place entirely. Third, and looking from another angle, this essay enlarges the access-based literature including a neglected factor (psychological ownership) that tends to increase practices of access, and sharing. Fourth, it brings additional variables (consumers' utility perception and consumers' basic individual values), thus, providing more robustness to my theoretical arguments and model, and enlightens future researches. Last, this research produces potential managerial insights for companies like Uber and Airbnb; examples that, despite their great current market values, still have much market to conquer (PWC 2015).

2. THEORETICAL BACKGROUND

Foundations of ownership

Investigations about ownership is long dated and have been studied among several disciplines; from psychology to law, passing through areas like anthropology, and sociology (Dittmar 1992; McCracken 1986). Rousseau's (1762), for example, claimed that civil society probably began when someone fenced off a piece of ground and affirmed it as his/hers, and others accepted this allegation. Withal, Isaacs (1933) and Kline, and France (1899) observed that the affirmation of "mine" emerges at a very young age, in childhood. In adulthood, this manifestation plays a significant role to shape and maintain people's self-identity, to provide a place in which to anchor, and to produce efficacy, that is, to be the responsible for a change (Dreyfus 1991). Heider (1946) identified that "attitudes of ownership", that is, individuals' learned tendency to evaluate things based on the composition and intensity of ownership acquired (Gawronski 2007) is something largely manifested by individuals, which, among other effects, produce an unification between them and their owned targets. Sartre (1943) and Belk (1988) considered the ownership as a mechanism to express the self: "I am what I have", while Litwinski (1947) brought the idea that individuals gather physical possessions and properties based on future expectation of use.

From the above productions and thoughts, law comprehends ownership as the legal right of possession or a set of rights (e.g. control) that are drawn by a prevailing legal system (Pierce, and Peck 2018). Pierce, Rubinfeld, and Morgan (1991, p. 124), in organizational psychology, see ownership as "multidimensional in nature, existing as both a formal (objective) and as a psychologically experienced phenomenon", which may be cast as a social relationship (Pierce,

and Peck 2018). For the development of the main concepts about ownership, the literature claims that people, in general, when seeking for acquisition, possessions and properties formation, are responding to instinct-biological, utilitarian, and/or socio-cognitive factors (Dittmar 1992; Pierce, Kostova, and Dirks 2003).

The study of “mine” has received diversified interpretations (Furby 1976). Gathering these currents, Pierce, Kostova, and Dirks (2001, 2003) suggest that ownership is a cognitive-affective state in which a consumer has a sense of ownership for a target, independent of the actual legal ownership. They called it the *psychological ownership*. Undoubtedly, the theory of psychological ownership is one of the most useful and effective recent approaches to check people’s reactions toward ownership.

Psychological ownership

As previously introduced, the psychological ownership (Pierce, Kostova, and Dirks 2001, 2003) refers to a mental state of possession determination. Through this condition, people tend to cognitively distinguish and claim what is “mine” (Pierce, Kostova, and Dirks 2001), “your”, “his/hers”, “theirs” (Kirk, Peck, and Swain 2017), and “ours” (Pierce, Jussila, and Li 2018). Differently from the comprehension of legal ownership which is defined as the “...*societally recognized right of an individual to possess and control something.*” (Friedman, Pesowski, and Goulding 2018, p. 19), the psychological ownership is a more subjective construct. It is a concept inherent to individual’s particular experiences, conceptions, and desires, usually awakened in his/her self and expressed through his/her targets (Belk 1988; Dittmar 1992; Litwinski 1942).

Because their innate need for efficacy and competence, people seek to explore and alter the environment in which they are immersed (White 1959); they operationalize it acquiring, using, and *controlling* possessions (Sartre 1943). Hence, the higher someone’s control over a target, the higher his/her level of psychological ownership (Furby 1978) and the target’s alignment with his/her self (Lewis, and Brook 1974). By customizing (Franke, Schreier, and Kaiser 2010), creating (Fuchs, Prandelli, and Schreier 2010), or even interacting with an object (Spears, and Yazdanparast 2014), people transfer effort, knowledge and personality to such object, thus, *investing themselves* and increasing their psychological ownership over it (Sartre 1943). Furthermore, Pierce, Kostova, and Dirks (2003) assert that, besides the aspects of control and self-investment, the use, intimacy and association with an object, emerge a “living relationship” between the individual and the target. Such condition deepens the *intimate knowledge* of the former over the later, tensing the psychological ownership involved in this connection. In short, psychological ownership literature (James 1890) claims that people come to find themselves psychologically tied to things that they interact (control), associate (identify with their self), or have a passionate learning (intimate knowledge).

From the effects of co-creation on customers’ psychological ownership (Hair et al. 2016), to the influence of imagery of objects on people’s feelings of possession (Kamleitner, and Feuchtl 2015), and to the power of control to job-based psychological ownership (Peng, and Pierce 2015), several researches have been exploring the motives, positive and negative effects inherent to the psychological ownership over diverse contexts. The construct that was born in organizational field and was first investigated over members of organizations (O’Driscoll, Pierce, and Coghlan 2006; Pierce, Kostova, and Dirks 2001) is now receiving more attention in other areas of study like marketing (Hulland, Thompson, and Smith 2015; Jussila et al. 2015). This recency of the topic in consumer research provides extensive areas for further investigations.

Therefore, to the best of my knowledge, Peck, and Shu (2015) is the only that extended the psychological ownership construct to a transitory type of consumption. In their study about

hospitality dynamics, they observed that when hotel guests had more control over a room (non-owned resource), the guests' feelings of ownership tend to increase, thus, enhancing their likelihood to take care of the room and to return to the hotel. Here, I propose a different and advanced perspective from Peck, and Shu's. My conceptual paper suggests that the psychological ownership, as well-observed in contexts where transference of ownership takes place, may also be incited toward contexts where the transference does not occur (changing consumers' utility perception as will be treated later), therefore, encouraging them to consume through access.

A trend in marketing: peer-to-peer access-based consumption

One of the possibilities renewed by the web service is the access-based market (Belk 2014b; Lawson et al. 2016; Schaefer, Lawson, and Kukar-Kinney 2016), defined as transactions that can be market-mediated but where no transfer of ownership takes place (Bardhi, and Eckhardt 2012). Different from traditional renting, access-based models are highly based on digital technology, and are more self-service (Botsman, and Rogers 2010). In a peer-to-peer access-based perspective, two (or more) individuals exchange the access (get and/or give) and a company participates to mediate the process. While possessions and property continue to exist, they are less likely to be exchanged in the market (Rifkin 2001). In access-based logic, instead of buying/selling the ownership of things, consumers access goods, paying for the experience of briefly accessing it (Eckhardt, and Bardhi 2016). Accordingly to Bardhi, and Eckhardt (2015), through access-based consumption, people may achieve targets that they could not otherwise do, which facilitates changes of identity and reduces financial investments. Therefore, while ownership represents a long-term and intimate relationship where consumers focus on uniqueness and self-extension based on possessions, the access-based consumption is a more flexible way of consumption (Chen 2009).

Despite proximity of concepts and applications, marketing literature (Belk 1988, 2013, 2014a) distinguishes access-based consumption oriented toward *pseudo-sharing* from pure sharing. The latter is defined as "the act and process of distributing what is ours to others for their use and/or the act or process of receiving or taking something from others for our use" with no financial advantages (Belk 2007, p. 126). Slightly different from pseudo-sharing, sharing is a more romantic concept about joint possessions/ownership, that is, it is a definition that brings social, communal and nonmarket aspects (Bardhi, Dalli, and Corciolani 2014). For the purposes of this work, access-based consumption oriented toward pseudo-sharing is adopted as long as its focus is addressed toward transactions centered on economic gains between peers.

Access-based business models are increasing their market representativeness; Airbnb (peer-to-peer access-based hospitality company), for instance, is now present in more than 190 countries and valued at more than \$20 billion. Uber (peer-to-peer access-based transport company) operates in more than 300 cities in over 60 countries; it has more than one million drivers globally, and is valued at more than \$50 billion. (Davidson, Habibi, and Laroche 2018). The access economy is defended as one of the principal tendencies of the past decade and is shaking well-established industries (Botsman, and Rogers 2010; Eckhardt, and Bardhi 2015). Examples of access-based consumption is accessible beyond several categories, including hospitality (e.g. Airbnb, HomeAway), physical space (e.g. CampinmyGarden, JustPark), transport (e.g. Cabify, Uber, DriveMyCar), fashion (e.g. Tumnus, DesignerShare). Despite its current positive scenario, the access-based businesses still have much market to conquer and to be explored (Peck, and Luangrath 2018).

The concept of access-based consumption was first developed by Bardhi, and Eckhardt (2012) when they investigated people's motivations to engage in car sharing (Zipcar). Contrary to the common sense at the time (Chen 2009; Ozanne and Ballantine 2010), the authors found

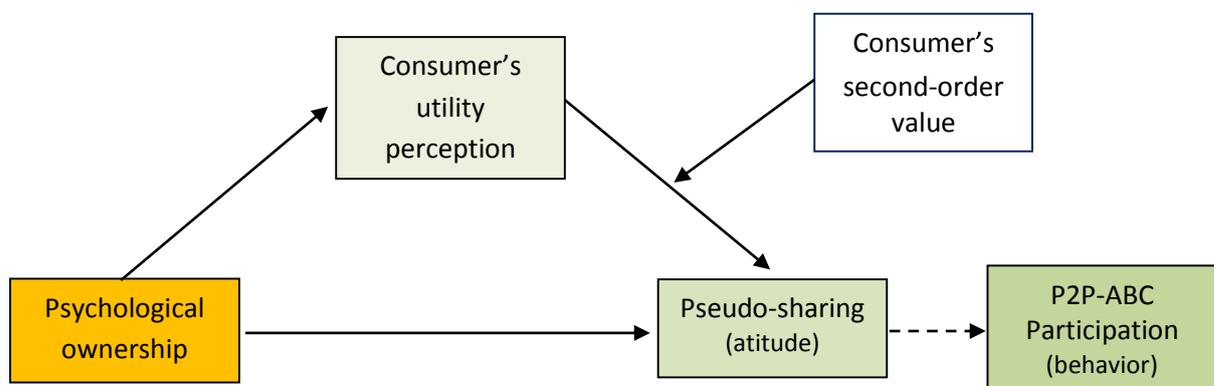
that people use to engage in sharing practices mainly because of its functional advantages (e.g. savings), and not communal ones (e.g. community integration) as it was used to be comprehended. Catulli et al. (2013), through an exploratory study, extended the findings of Bardhi, and Eckhardt's first work to the context of nursery and baby equipment sharing. Lawson et al. (2016), through a cluster analysis, concluded that despite the presence of socio-environmental criteria in some consumers' categories, in common, all of the segments were somehow oriented toward utilitarian aims

In general, the characteristics (*what*) of this type of consumption are under the lens of marketing and consumer researchers (Bardhi, and Eckhardt 2012; Belk 2014b; Eckhardt, and Bardhi 2016). Also, the reasons (*why*) that make people decide to participate in it (Gruen 2017; Hamari, Sjöklint, and Ukkonen 2016). What has been identified is the lack of studies that aim to understand the mechanisms (*how*) that regulate peoples' willingness to consume through access. The mental process behind it, for example, have been considered by a few empirical studies. Chen (2009) in a study about art collection, did it comparing people's desires and evaluations toward possessed and accessed objects. The author observed that the psychological need to extend the self to an owned object, also holds for an accessed object. In particular, I encourage the extent of comprehensions about the psychological mechanisms (*how*) and reasons (*why*) that drive access-based practices oriented toward pseudo-sharing. In doing this, this work aim not only to deeper understandings, but also to facilitate and encourage such practices.

3. THEORY DEVELOPMENT AND HYPOTHESES

Next I discuss deeper the relationship among the terms reviewed in the section before. Also, I add *consumers' utility perception* as the mediator and the construct of *basic individual values* proposed by Schwartz (1992, 2012) as a moderator to generate the theoretical model. I include these further variables, first, to demonstrate the flexibility, and robustness of the central concepts (psychological ownership, and access-based consumption), that is, their capacity to aggregate extra factors. Second, to provide more predictability to my outcome variables. Finally, to offer a specific application for what has been discussed until now, thus, avoiding to be bound only to the theoretical issues without testable suggestions, stimulating immediate works about the overall research opportunity raised here.

Figure 1 - Theoretical model



Psychological ownership as a predictor of pseudo-sharing, and access-based consumption

Literature (Arvidsson 2018; Belk 2014b) affirms that the exchange of access is not new, but rather repaginated by technological advances. Modern access-based transactions turn easier the transitory obtainment of resources without the transference of ownership (Bardhi, and

Eckhardt 2012). Different from the majority of economic practices where the transference of ownership takes place, in access-based consumption people engage in a short-term, not-intimate relationship with a target (Eckhardt, and Bardhi 2016). In doing so, they seek to fulfill necessities and/or solve their problems (Davidson, Habibi, and Laroche 2018; Eckhardt, and Bardhi 2015), extending and ‘distending’ their selves in a more flexible way (Belk 2013). Belk (2010) and Eckhardt, and Bardhi (2015) argue that access-based consumption cannot be confused with sharing. The former may refer to the joint possession characterized by communality, solidarity, bonding and no reciprocity, or be highly based on the concept of pseudo-sharing (Eckhardt, and Bardhi 2015; Belk 2014a).

Moreover, research claims psychological ownership a mental state of perceived ownership toward a target (Pierce, Kostova, and Dirks 2001). Theory suggests that people develop psychological feelings of ownership by any of three routes: exerting control over a target, investing themselves in a target, and coming to know a target intimately (Pierce, Kostova, and Dirks 2003). Literature (Furby 1978; James 1890) argue that the more these mechanisms that a person exercise over a target, the more they will psychologically feel the target as a part of the self (Belk 1988). This may be performed permitting people to implant their wishes, ideas, time, effort into the target of ownership (Pierce, and Peck 2018). Control may be executed, for example, through marking a seat with a personal object (Kirk, Peck, and Swain 2017); invest the self, in turn, co-creating a software or voting on a T-shirt design (Fuchs, Prandelli, and Schreier 2010; Kirk, and Swain 2015); intimate knowledge, studying the music remix process (Kim et al. 2016). A wealth of research has shown that investments in consumers’ psychological ownership (increasing its mechanisms) leads to positive attitudes and behaviors (Chen, and Wang 2016; Gruen 2017).

In the present work, if consumers have more possibilities to exercise at least one of these mechanisms (control, invested-self, intimate knowledge) toward a target, thus, they are more willing to pseudo-share and to participate in peer-to-peer access-based consumption.

Specifically, I predict:

H1: Psychological ownership has a positive impact on pseudo-sharing and subsequent access-based practices.

It does happen because instruments (control, self-investment and intimate knowledge) used to reinforce ownership are extended to non-ownership consumption, thus, increasing individuals’ extended self to the target, for example.

The mediation aspect of utility

Utility theory (Quiggin 1982) suggests that individual’s utility perception of a target depends on how much benefits he/she is obtaining from it (Erlandsson, Björklund, and Bäckström 2014). Literature (Norton, Mochon, and Ariely, 2012; Shu 2018) affirms that control and self-investment directly affect utility, which in turn is a precondition for people participate in access-based consumption (Bardhi, and Eckhardt 2012; Eckhardt, and Bardhi 2015). Therefore, I expect that consumers’ utility perception toward a target mediates the effect of psychological ownership on pseudo-sharing and peer-to-peer access-based consumption.

Numerous researches concluded that individuals that exercise greater mechanisms of psychological ownership may experience greater utility (Shu 2018); this comprehension has been well confirmed. For instance, Norton, Mochon, and Ariely (2012) found that when people make their own products, they tend to value and love these items more, that is, self-investment prompts individuals’ feelings to their created products. Franke, Keinz, and Steger (2009) also checked that higher possibilities of customization lead consumers to higher levels of willingness to pay, purchase intention and attitude toward products. Additionally, Troye, and

Supphellen (2012) confirmed that after openness to self-production and control, people positively evaluate their production.

The key assumption about psychological ownership and its cause-mechanisms on utility perception is that the more people may control, self-invest and/or know intimately a product or a service, the higher benefits are created for them because they deliver a closer preference fit (Norton, Mochon, and Ariely, 2012). Thus, be able to psychologically affirm ownership toward an object, even though temporarily or partially, provides higher utility from it (Kovacheva, and Lamberton 2018). Hence, I propose that psychological ownership will increase consumers' utility perceptions. It does occur because consumers, when controlling, investing and/or knowing a specific product or service, are providing (and receiving) precise information on what they actually want, reducing the chances of the product or service not covering their needs and/or problems.

Moreover, the positive influence of utility perception in access-based practices based on pseudo-sharing has been documented in recent literature (Bardhi, and Eckhardt 2012). Lindblom, Lindblom, and Wechtler (2018) found that despite access-based consumption does not bring definite ownership acquisition, people participate more in it if they perceive an increasing in the scope of products available and in money savings. Also, Schaefer, Lawson, and Kukar-Kinney (2016) concluded that the lower the financial and performance risks attached to an accessed product or service, the more people use it. Arteaga-Sánchez et al. (2018) showed that ridesharing services that provide usefulness perceptions increases users' satisfaction. Through a cluster analysis, Lawson et al. (2016) checked that at least one utilitarian advantage (e.g. economic gains, variety reach or 'use and discard') were present in all segmented groups.

Therefore, I expect consumer utility perception to have a stronger effect on pseudo-sharing and access-based practices. When a consumer feels that their utilitarian needs are being fulfilled by an accessed product or service, thus he/she is highly inclined to use it (Erlandsson, Björklund, and Bäckström 2014; Sheth, Newman, and Gross 1991). Moreover, when a consumer engages in access-based consumption he/she may, through a short-term use, extend his/her self in a more flexible way, that is, take a target to perform what she/he wants to be without necessarily being attached to it for a long time (Bardhi, and Eckhardt 2017), and further, without obligations that ownership usually brings (Belk 1988). The utility of access-based consumption goes further. Bernthal, Crockett, and Rose (2005) affirm that access can serve as a lifestyle facilitator as long as it permits consumers who do not have economic conditions, even though temporarily, to consume brands, products and services that would differently be out of reach.

Taken together, I hypothesize that psychological ownership, based on mechanisms of control, self-investment and/or intimate knowledge, reduces potential inconsistencies between what consumers want and what they effectively access. Further, beyond other aspects, access-based practices enable broad self-extension, lower obligations and variety reach. Thus, psychological ownership increases consumer's utility perception toward the target, which in turn increases consumers' pseudo-sharing and participation in access-based consumption based on its advantageous features.

Formally stated:

H2: The impact of psychological ownership on pseudo-sharing and access-based practices is mediated by consumers' utility perceptions toward the accessed target.

Basic individual values and its moderating effect

Literature affirms that values are central criteria that people use to select and justify actions (Rokeach 1973). Values are composed by concepts or beliefs, pertain to desirable end

states or behaviors, transcend specific situations, guide selection or evaluation of behavior and events and are ordered by relative importance (Schwartz 1992). Schwartz et al. (2012, p. 664) defines values as “trans-situational goals, varying in importance, that serve as guiding principles in the life of a person or group”.

Schwartz (1992) and Schwartz et al. (2012) affirm that people may have four second-order values that are a set of some basic individual values (or first-order values). *Self-transcendence* second-order value is composed by first-order values of *universalism* and *benevolence*. *Conservation* second-order value is composed by first-order values of *conformity*, *tradition* and *security*. *Self-enhancement* second-order value is composed by first-order values of *power*, *achievement* and *hedonism*. Finally, *openness to change* second-order value is composed by first-order values of *hedonism*, *stimulation* and *self-direction* (check Table 1 for more details).

Therefore, Piscicelli, Cooper, and Fischer (2015) found that consumers with common value orientation toward self-transcendence (e.g. benevolence and universalism) and openness to change (e.g. self-direction and stimulation) are more inclined to participate in Product-Service Systems (Ecomodo), that is, to product and service oriented to sharing, leasing (Tukker 2004). Moreover, Roos, and Hahn (2017), analyzing the individuals’ stability of values over time, observed significant changes in their values orientations over the short-to-medium term; also, they found that altruistic value cause shared consumption and vice-versa. Bringing Schwartz’ theory of basic individual values to check its effect on practices based on access, this work makes an effort not only to reinforce the model (Figure 1) as has been argued, but also to contribute to the literature of values applied to shared consumption.

Individuals value oriented toward conservation second-order value are directed to conformity, tradition and security values (check Table 1). They are consumers that emphasizes self-restraint, respect, commitment, harmony and stability in everyday interaction (Schwartz 1992). Thus, despite their sense of utility is being fulfilled, when they have an opportunity to pseudo-share and consume through access, they will tend to prefer traditional modes of consumption, those that are ownership-centered. It does happen first because ownership brings commitment and security sense more than access-based ones (Eckhardt, and Bardhi 2016; Kline, and France 1899), second because pseudo-share and access-based practices are disruptive modes of consumption (Belk 2014a; Lutz, and Newlands 2018), not traditional ones.

Formally stated:

H3a: When consumers have values orientation toward conservation (e.g. conformity, tradition), the positive effect of consumers’ utility perception on pseudo-sharing and access-based practices will decrease.

Moreover, individuals’ value oriented toward self-enhancement and openness to change second-order value are supported by self-direction, stimulation, hedonism, power and achievement values. They are consumers that look for action, creation, exploration (check Table 1). Also, they search for variety, pleasure, control and feelings of gratification (Schwartz 1992). I predict that people who share these values, tend to over evaluate the utilitarian aspects that leads to access-based consumption. These modes of consumption bring features aligned with these second-order values’ aims such as flexibility (Hamari, Sjöklint, and Ukkonen, 2016), variety (Lawson et al. 2016), well-being (Hwang, and Griffiths 2017), and economic gains (Bardhi, and Eckhardt 2012). Thus, the positive effect of utility perception on pseudo-sharing and access-based practices, will be enhanced if consumers are directed to self-enhancement and openness to change.

Formally stated:

H3b: When consumers have values orientation toward self-enhancement (e.g. achievement) and openness to change (e.g. self-direction and stimulation), the positive effect of consumers' utility perception on pseudo-sharing and access-based practices will increase.

Finally, those value oriented toward self-transcendence second-order value are composed by benevolence and universalism values. In doing so, they aim to preserve and enhance the welfare of people with whom he/she is in frequent personal contact (check Table 1). Persons under this values are helpful, loyal, forgiving, honest, responsible and true friendship (Schwartz 1992). Despite some studies have affirmed that people also engage in access-based consumption for symbolic and more social-oriented reasons (Arteaga-Sánchez et al. 2018; Botsman, and Rogers 2011), I do not expect that self-transcendent second-order value will determine the effect of consumers' utility perception on pseudo-sharing and access-based practices. I suppose this absence of effect to occur because the utilitarian aspects are the well-known central features of access-based consumption oriented to pseudo-sharing (Eckhardt, and Bardhi 2015; Kumar, Lahiri, and Dogan 2018). Literature (Möhlmann 2015) affirms that environmental and social aspects (which is aligned with benevolence and universalism) are somehow considered when deciding to pseudo-share or not, but only if primary aspects like financial gains and obtained quality are being accessed. Rather it is not the capacity of a product or service to solve a personal problem that will make self-transcendence oriented individuals to engage in pseudo-sharing and access-based consumption, but its capacity to produce benefits for people involved (Roccas 2003; Schwartz 1992).

Formally stated:

H3c: When consumers have values orientation toward self-transcendence (e.g. benevolence and universalism), the positive effect of consumers' utility perception on pseudo-sharing and access-based will not change.

Table 1 – Definitions of the ten individual basic values proposed by Schwartz (1992) and Schwartz et al. (2012).

Second-order value	First-order value	Definition from their motivational goals	Second-order value	First-order value	Definition from their motivational goals
Self-Transcendence	Universalism	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature.	Self-enhancement	Power	Social status and prestige, control or dominance over people and resources.
	Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact.		Achievement	Personal success through demonstrating competence according to social standards.
	Conformity	Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.		Hedonism	Pleasure and sensuous gratification for oneself.

Conservation	Tradition	Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provides.	Openness to Change	Stimulation	Choosing, creating, exploring excitement, novelty, and challenge in life.
	Security	Safety, harmony, and stability of society, of relationships, and of self.		Self-direction	Independent thought and action.

4. GENERAL DISCUSSION

Theoretical contributions

This work contributes to some literatures in several ways. Regarding the psychological ownership one, it gives an initial response to the requests of Hulland, Thompson, and Smith (2015) and Peck, and Luangrath (2018) about the need of extending studies toward contexts where definitive ownership is not necessarily being transacted, that is, to access-based markets. In this tentative, I progressively discussed the psychological ownership construct from its foundations in subjects like sociology and law to the current and recent state of the art in marketing. Despite its growing applications in consumer research, I observed that few studies (Frey, and Meier 2004; Hwang, and Griffiths 2017) have been attentive to comprehend *how* psychological ownership may be used to facilitate pseudo-sharing and practices of access. Further, I encourage consumer researchers to test my hypotheses and the model proposed here, that is, if, as was identified, the psychological ownership (through its mechanisms of control, self-investment and intimate knowledge) contributes positively for more people pseudo-share and participate in models of consumption like those proposed by Uber and Airbnb, for example.

About the literature of access-based consumption (and inevitably the sharing research), as in the case of psychological ownership discussion, I brought the main researches and authors about the topic and concluded that most of the attempts to analyze pseudo-sharing and access-based practices do it based on two patterns: (i) they have put great effort to comprehend the characteristics – *what* – (Belk 2014b; Eckhardt, and Bardhi 2016) and the reasons – *why* – (Gruen 2017; Hamari, Sjöklint, and Ukkonen 2016) attached to access-based consumption; (ii) when investigating the mechanisms that prompts individuals to access rather than own, they have not adopted a counterintuitive position, that is, with some exceptions that got close (Chen 2009; Hwang, and Griffiths 2017), most of them have not ‘taken the risk’ of using ownership mechanisms to force non-ownership practices. My conceptualization stimulates to resolve this apparent lack by explaining that psychological ownership helps access-based practices as long as it permits higher consumers’ utility perceptions toward the accessed targets.

Lastly, this production extends the literatures about utilitarianism (Sheth, Newman, and Gross 1991) and individual basic values (Schwartz 1992, 2012). In both cases I used their respective constructs to influence the initial relation between psychological ownership and access-based consumption. More precisely, I fitted the mediator role of the consumers’ utility perception, claiming that with its higher levels, the effect of psychological ownership on access-based practices is made effective. Furthermore, I noted that basic individual values moderate the effect of their utility perception on pseudo-sharing and access-based practices. In other words, access-based participation is regulated by the alignment between consumers’ basic individual values and platforms offerings (e.g. consumer value of achievement and platform as

a social standard for a specific service). Thus, I also add to Schwartz' and basic individual values literature linking it to access-based stream. To the best of my knowledge just Piscicelli, Cooper, and Fisher (2015) did it.

Managerial implications

In case the hypotheses raised here are to be confirmed in the future, several managerial insights may be appropriated. First, from the certified importance given to better manage individuals' psychological ownership, peer-to-peer access-based platform managers may first enhance users' control over the accessed item (Pierce, Kostova, and Dirks 2003). For example, Airbnb consumers could be encouraged to feel free to enjoy their accessed accommodations as if these were theirs, putting any personal things in them, changing the layout or using all the furniture and appliances available. Moreover, marketing administrators should also turn possible consumers to create and develop the targets, investing their selves toward the objects and/or services (Fuchs, Prandelli, and Schreier 2010). An instance is if DesignerShare (a platform of shared wardrobes) enhances the possibilities for consumers to customize/personalize available items (e.g. adjust a sleeve of a dress or choose pants' color) in a way that their wishes and needs are highly matched to the accessed targets, thus, enabling consumers to face these objects as if they were theirs or that could be theirs. Further, in a manner to prompts intimate knowledge (Kirk, Peck, and Swain 2017) toward the accessed target, companies should clarify their mechanisms of use to consumers and also facilitate larger time of consumption (holding prices). To illustrate, CampinmyGarden (a platform for camping in a shared garden) could (i) work on its brand and users experience history (making potential users feel previously aware about its particularities), (ii) facilitate the expansion of use (in terms of time) and (iii) make specific information about the garden in itself and also about the region where it is located, its advantages and its attributes. Make the users closer to such information, increases their psychological ownership toward the object as long as they become more knowledgeable about it (Chen 2009; Pierce, Kostova, and Dirks 2001). As predicted, adopting all of these strategies, access-based companies increase their chances to be perceived as useful by consumers, thus, attract more adepts.

The model developed here also suggests that unless consumers are self-enhancement and/or openness to change values oriented (Schwartz et al. 2012; Torres et al. 2016), they will not necessarily assume utility as criteria (independent whether is high or low) to participate in access-based consumption. Hence, in terms of marketing strategy, Zilok (a peer-to-peer platform to access tools), for example, should promote a brand campaign highlighting that their items are also commonly used to benefit communities or even focusing on the possibility for consumers to help generating extra income for those that need; in doing so, Zilok is broadening the benefits of accessed items from solving personal problems toward solving communal ones. This meets self-transcendence values oriented individuals' needs for helping and for social responsibility when consuming (Schwartz 1992). Furthermore, Cabify (peer-to-peer access-based platform of transport), in a tentative to overcome conservation values oriented people (Schwartz et al. 2012), could parallelize their services with traditional ones. For instance, they should detach that despite its greatly similarities with cab services, Cabify's brings more quality. Also, they might make more salient their rules of use in a way that make conservative people feel more safe toward something which is "new, thus, risky". Finally, prompts feelings of conformity between conservatives' own car with Cabify's seems to be another manner to narrow their sense of distance from what they usually have had to what they may access. Increase the platform's portfolio of cars, enhancing the chances of conservatives to access a similar option from those that they own, is an alternative to operationalize it.

5. CONCLUSION

I opened here new directions for the application of the psychological ownership. Specifically, I consider that arousing its mechanisms of control, self-investment and intimate knowledge, people tend to participate more in access-based consumption. Moreover, I predict that it does happen because these mechanisms increase individuals' utility perception, which in turn may be regulated by individual basic values. While managers seem to neglect strategies that prompts people's feelings of ownership in non-ownership markets, this project encourages the contrary: the positive treatment toward sense of ownership (even though temporarily). I suggest that for access-based platforms continue to grow and be sustainable, they must be attentive, rooted and response accordingly to human basic needs like the sense of ownership.

6. REFERENCES

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