

The Mediated Effect of Psychological Ownership on Loyalty in Access-Based Consumption. The Case of Carsharing.

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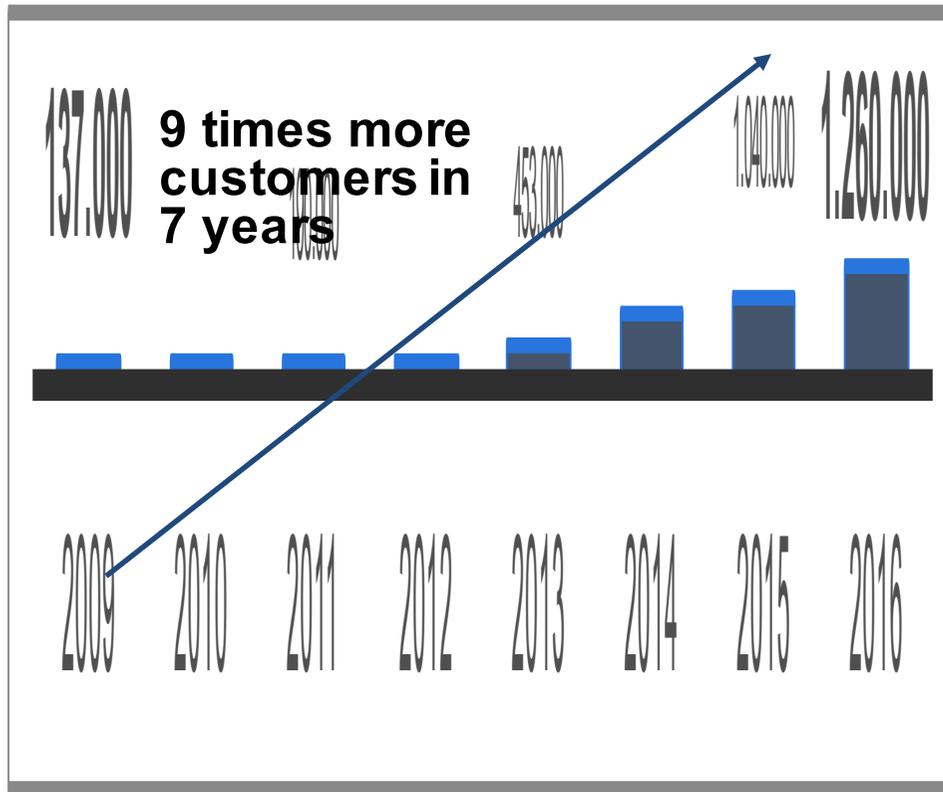
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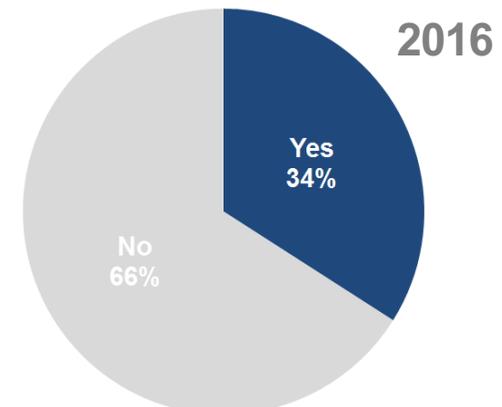
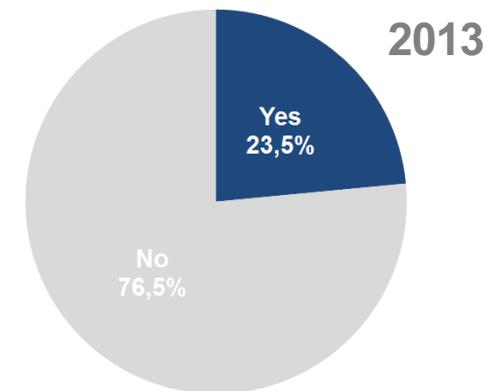


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Registered carsharing users in Germany 2008-2016, Bundesverband Carsharing

Car ownership decreases



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Ownership is not essential to develop feelings of ownership by referring to the theory of psychological ownership.

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Familiarity

H1: Consumers with a high usage frequency have stronger feelings of ownership than consumers with a low usage frequency.

Exercised control

H2: Consumers, who additionally own a similar object, perceive ownership in access-based consumption less than consumers, who do not own a similar object.

Investment of the self

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Familiarity

H1: Consumers with a high usage frequency have stronger feelings of ownership than consumers with a low usage frequency.

$$F = 4.180, p < .05$$



Exercised control

H2: Consumers, who additionally own a similar object, perceive ownership in access-based consumption less than consumers, who do not own a similar object.

$$F = 2.962, p = .085, n.s.$$



Investment of the self

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Carsharing providers report increasing amounts of registered customers

But: registration \neq actual consumption

High fixed costs, low variable costs \rightarrow call for high transaction rates

Brook (2004)

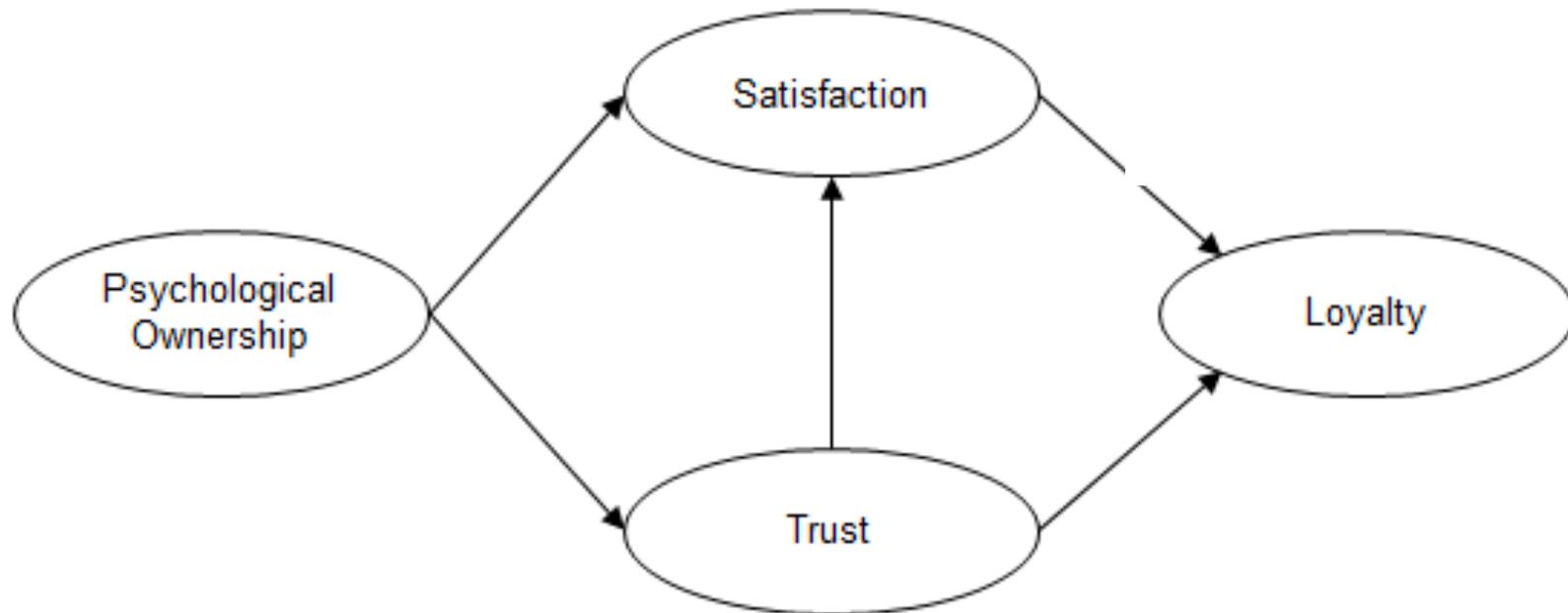
Loyalty represents a key element to improve transactions of existing customers

Helgesen (2006)

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- Loyalty is dominantly affected by satisfaction and trust in consumer behavior
- Former studies on PO in the context of organizational behavior have shown that PO significantly affects (job) satisfaction; therefore, we assumed PO to positively affect satisfaction in abc as well
- Moreover, trust is highly valued in abc; Familiarity strongly affects trust, and, familiarization is also causal for PO; therefore we assumed PO to positively affect trust
- Finally, trust is formed *before* a transaction takes place → trust has a direct impact on post-consumption satisfaction

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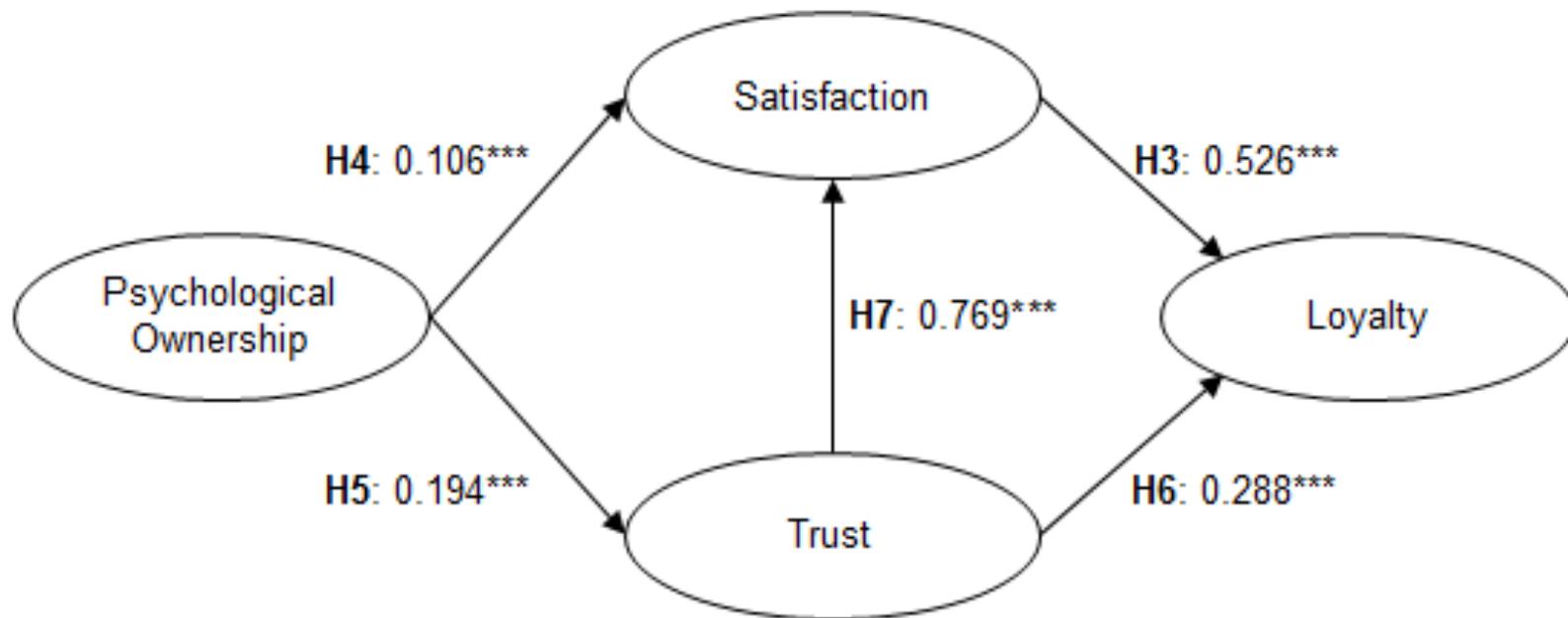
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Structural model: Items and reliability measures

	Cronbach's alpha	Construct reliability	Factor loadings	Indicator reliability
Psychological ownership	0.905	0.909		
x ₁ - When using a <provider>'s car, I feel like it is mine.			.778	.555
x ₂ - When driving, I feel a very high degree of personal ownership of the <provider>'s car.			.936	.758
x ₃ - When driving around with it, I feel like I own the <provider>'s car.			.910	.743
Trust	.897	.898		
x ₄ - <Provider> delivers what it promises.			.845	.617
x ₅ - <Provider>'s service claims are believable.			.860	.659
x ₆ - Over time, my experiences with <provider> have led me to expect it to keep its promises, no more and no less.			.830	.608
x ₇ - <Provider> has a name you can trust.			.782	.540
Satisfaction			.778	.777
x ₈ - Very dissatisfied/ very satisfied				.767
x ₉ - <Provider> falls short of expectations/ <provider> exceeds expectations				.717
x ₁₀ - <Provider> is not very close to ideal provider/ <provider> is very close to ideal provider				.715
Loyalty			.765	.830
x ₁₁ - I would classify myself as a loyal customer of <provider>.				.462
x ₁₂ - If asked, I would say positive things about <provider>.				.937
x ₁₃ - I would recommend <provider> to a friend.				.907

CFA model fit: $\chi^2=256.036$, $df=59$, $\chi^2/df=4.340$, RMSEA=.047, SRMR=.039, CFI=.984, NNFI=.979

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Fit statistics: $\chi^2 = 256.152$; $df = 60$; $\chi^2/df = 4.269$; RMSEA = .046; SRMR = .038; CFI = .984; NNFI = .980

Note: *** $p < 0.000$; maximum likelihood estimation.

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Implications

We were the first, who examined psychological ownership in a setting involving legal ownership

As customers of access-based consumption modes were found to be distrustful in terms of service reliability and integrity , we provided evidence for psychological ownership significantly promoting trust

Extension of existing research on the interactions among satisfaction, trust, and loyalty in the context of access-based consumption

Limitations

**Considering different contexts for investigations on psychological ownership (e.g., room rentals, fashion rentals)
further investigations on psychological ownership towards owned objects**

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Conclusion

Purchasing an object is not necessary to experience feelings similar to ownership.

Besides, companies offering access-based consumption modes may attract new target groups. For instance, consumers, who cannot afford to purchase a car, may experience car ownership through access.

Finally, an intense usage of carsharing may increase future car investment decisions as customers perceive them as “theirs.”

**THANK YOU VERY MUCH
FOR YOUR ATTENTION!**