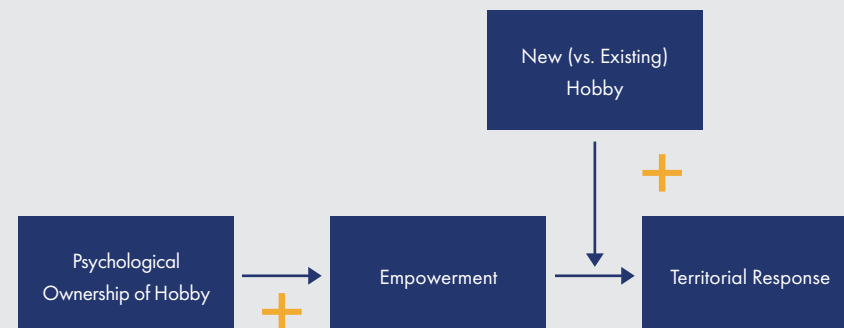


Theoretical Overview

We lay out the theoretical foundations for our examination of psychological ownership. Feelings of ownership toward various objects have important and potentially strong psychological and behavioral effects. The growth of possessions, for example, produces a positive and uplifting effect (Formanek, 1991). Porteous (1976) offered that there are three satisfactions that derive from ownership: (a) control over space per se, (b) personalization of space as an assertion of identity, and (c) stimulation (achieved, for example, by thinking about, using, improving, or defending one's possessions-territory).

Theoretical Model



Psychological Ownership Theory

(Pierce, Kostava & Dirks, 2003)

- Control
- Investment of self
- Intimate Knowledge

Territorial Response Theory

(Kirk, Peck and Swain 2018)

Researchers focus on control-oriented territorial marking (Ashley and Noble 2014; Brown and Baer 2015; Griffiths and Gilly 2012). Exerting control over a target sends a clear signal of ownership feelings, and others control of an object is often the most salient evidence of possession (Furby 1978). For example, consumers signal control of space, such as seating in servicescapes, by using their belongings to mark their territory (Griffiths and Gilly 2012).

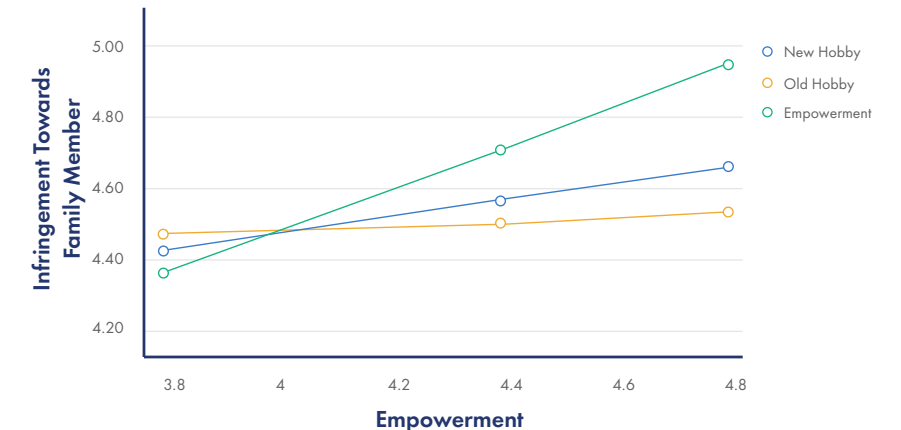
Methodology

- 8-10 Minute Survey
- Quasi-experiment with two conditions.
Did you participate in a new hobby during the pandemic?
Yes or No.
- Amazon M Turk
- 150 Participants

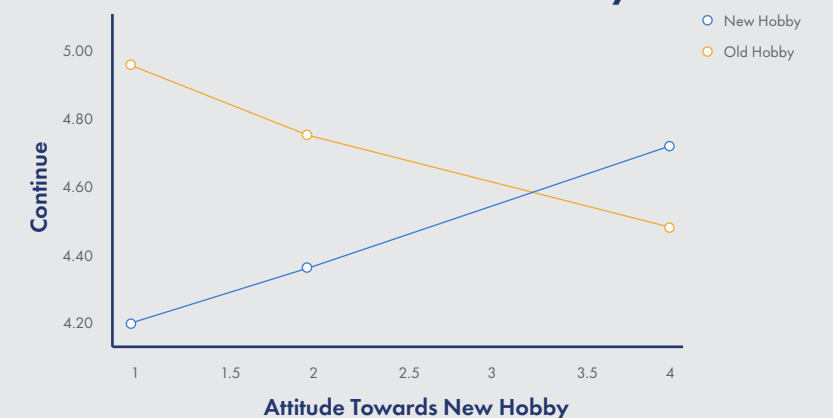
Measurement

- Control
- Psychological Ownership
- Empowerment
- Narcissism
- Authentic Pride
- Hubristic Pride
- Self Esteem
- Nostalgia
- Introversion
- Extroversion
- Need for Uniqueness
- Optimum Stimulation Level
- Infringement by Family Member or Friend
- Infringement by Stranger

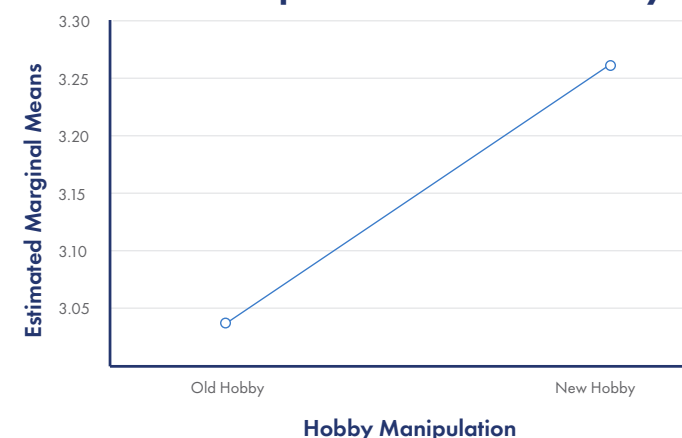
Higher rivalry predicted feeling infringed by a friend for a new hobby.



Attitude positively predicted the continuation of a new hobby.



Self-esteem positively predicted the adoption of a new hobby.



Main Findings

- Consumers with higher self-esteem were **more likely** to begin a new hobby during the pandemic.
- Among consumers who began a new hobby, those **higher in narcissism responded more territorially** when friends and family members indicated intentions to also start the same hobby.
- Consumer's attitude toward a new hobby has a **positive impact** on the intention to continue the hobby.