



# Make it large or heavy and it's no longer "mine" – The importance of physical control for psychological ownership

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## The importance of physical control for psychological ownership

Individuals seek to (psychologically) own objects in order to satisfy their need for effectance. The experience of these objects as "mine" (i.e. psychological ownership, PO) reflects this desire. One key experience giving rise to PO for objects is likely the experience of perceived physical control over them. By experimentally increasing weight and size of two different objects we weakened perceived control, and in turn, PO. Furthermore and underlining the practical relevance, we find that PO predicts product attitude. Hence, current trends toward larger goods aiming to satisfy consumers need to signal status could entail undesired side-effects.

# The END



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