

## Web Appendix

**Table A1.** Differences and Similarities between Norton et al. (2012), Mochon et al. (2012) and this Study

		Norton et al. (2012) Mochon et al. (2012)	This study
Experimental context		Co-creation	Customer empowerment as a type of co-creation
Willingness-to-pay	Measurement	Elicitation via incentive compatible BDM mechanism with real transactions	
	Result	Increasing willingness-to-pay for products after investing effort in their creation	
Role of incompleteness and destruction		IKEA effect disappears (i.e., the willingness-to-pay decreases)	
Perceived competence (only Mochon et al. 2012)	Operationalization	Operationalized via feelings of pride: Average of extent to which individuals feel proud and willing to show off their product	Lower levels of psychological ownership  Three items adapted from Fuchs et al. (2010)
	Result	Competence (pride) mediates the IKEA effect	No impact on IKEA effect since no difference between groups
Pride (only Mochon et al. 2012)	Operationalization	Used as proxy for perceived competence	Seven items taken from Tracy and Robbins's (2007) authentic pride scale
	Result	Competence (pride) mediates the IKEA effect	Pride does not mediate the IKEA effect
Do-it-yourself-person	Operationalization	Extent to which individuals consider themselves to be “do-it-yourself” people	
	Result	No impact on the IKEA effect	
Psychological ownership	Operationalization	-	Six items taken from Fuchs et al. (2010)
	Result		Mediating role for the IKEA effect <sup>†</sup>

<sup>†</sup> This result also extends Walasek et al. (2016) who found a positive relationship between product assembly and psychological ownership.

**Table A2.** Overview of Construct Measures

<b>Construct</b>	<b>Items</b>	<b>Cronbach's <math>\alpha</math></b>
Attitude toward the product category (Martin and Stewart, 2001)	<p>"I think loom bands in general are ..."</p> <p>...bad / good</p> <p>...unfavorable / favorable</p> <p>...negative / positive</p>	.890
Brand Liking (Fuchs et al., 2010)	"I like [brand name]."	Single item
Perceived competence to complete the assembly task (in EG1: write an essay about loom bands) (Fuchs et al., 2010)	<p>"I feel competent to design (in EG1: write about) a loom band."</p> <p>"I think I have enough experience and knowledge to design (in EG1: write about) a loom band."</p> <p>"I think I will have difficulties with designing the loom band (in EG1: write about loom bands)" (reverse)</p>	.827
Perceived impact on corporate decisions (Fuchs et al., 2010)	<p>"I see that I have some control in determining which loom band will be produced by the [brand name]."</p> <p>"I have some influence in determining which products will be sold by the [brand name]."</p>	.816
Psychological ownership (Fuchs et al., 2010)	<p>"Although I do not legally own this loom band yet, I have the feeling that it is 'my' loom band."</p> <p>"The loom band incorporates a part of me."</p> <p>"I feel that this loom band belongs to me."</p> <p>"I feel connected to this loom band."</p> <p>"I feel a strong sense of closeness to this loom band."</p> <p>"It is difficult for me to think of this loom band as mine." (rev.)</p>	.919
Pride (Tracy and Robins, 2007)	<p>"Below are a number of words and phrases that describe different feelings and emotions. Read each item and then indicate the extent to which you feel this way using the scale shown below."</p> <p>- accomplished</p> <p>- like I am achieving</p> <p>- confident</p> <p>- fulfilled</p> <p>- productive</p> <p>- like I have self-worth</p> <p>- successful</p>	.911
Do-it-yourself person (Norton et al., 2012)	Please rate the extent to which you consider yourself to be a "do-it-yourself" person.	Single item

**Table A3.** Experimental Design

			t <sub>0</sub>	t <sub>1</sub>	t <sub>2</sub>	Group comparison I	Group comparison II	Group comparison III
Experimental group 1 (EG1) n = 19	<i>Market research</i>	(R)	O <sub>1</sub>		O <sub>2</sub>	Replication of the IKEA effect		
Experimental group 2 (EG2) n = 19	<i>Build, no empowerment</i>	(R)	O <sub>3</sub>	X <sub>1</sub>	O <sub>4</sub>		IKEA effect in the context of customer empowerment	Examining the role of incompletion and destruction
Experimental group 3 (EG3) n = 19	<i>Build, empowerment</i>	(R)	O <sub>5</sub>	X <sub>2</sub>	O <sub>6</sub>			
Experimental group 4 (EG4) n = 20	<i>Build, empowerment, incompletion</i>	(R)	O <sub>7</sub>	X <sub>3</sub>	O <sub>8</sub>			
Experimental group 5 (EG5) n = 26	<i>Build, empowerment, destruction</i>	(R)	O <sub>9</sub>	X <sub>4</sub>	O <sub>10</sub>			

Notes:

R Random assignment

O<sub>t</sub> Measurement in t (t=1,...,10)X<sub>1</sub> Treatment: Build a loom bandX<sub>2</sub> Treatment: Build a loom band in the context of customer empowermentX<sub>3</sub> Treatment: Build a loom band in the context of customer empowerment and failing to completeX<sub>4</sub> Treatment: Build a loom band in the context of customer empowerment and destruction of the loom band

t Time

**Table A4.** Results of Pre-analyses

Construct	Method	Result
Gender	Pearson's $\chi^2$ -test	$\chi^2 = 8.747$ , $df = 4$ , $p = .068$
Age	Welch test	$F = 1.389$ , $df1 = 4$ , $df2 = 47.331$ , $p = .252$
Income	Pearson's $\chi^2$ test	$F = 5.239$ , $df1 = 4$ , $p = .264$
Attitude toward the product category	Welch test	$F = 1.382$ , $df1 = 4$ , $df2 = 47.564$ , $p = .255$
Brand liking	ANOVA	$F = .921$ , $df1 = 4$ , $df2 = 98$ , $p = .455$
Perceived competence	ANOVA	$F = 1.369$ , $df1 = 4$ , $df2 = 3.232$ , $p = .250$
Do-it-yourself-type	ANOVA	$F = .576$ , $df1 = 4$ , $df2 = 98$ , $p = .681$

**Table A5.** Mean Differences in Willingness-to-pay

	EG1	EG2	EG3	EG4	EG5
Mean	.29	1.65	2.06	1.53	.66
SD	.38	1.11	1.95	1.43	.54
EG1 n = 19	-				
EG2 n = 19	1.36***	-			
EG3 n = 19	1.77***	.41	-		
EG4 n = 20	1.23***	-.12	-.53	-	
EG5 n = 26	.36*	-.99**	-1.40**	-.87	-

Notes:

SD = Standard deviation;

\*  $p < .10$ ; \*\*  $p < .05$ ; \*\*\*  $p < .01$

**Table A6.** Mean Differences in Psychological Ownership

	EG1	EG2	EG3	EG4	EG5
Mean	1.58	3.77	4.04	2.93	2.71
SD	.76	1.71	1.74	1.04	1.21
EG1 n = 19	-				
EG2 n = 19	2.19***	-			
EG3 n = 19	2.46***	.27	-		
EG4 n = 20	1.35***	-.84	-1.11		
EG5 n = 26	1.13***	-1.06	-1.33*	-.22	-

Notes:

SD = Standard deviation;

\*  $p < .10$ ; \*\*  $p < .05$ ; \*\*\*  $p < .01$

**Table A7.** Covariance Matrix

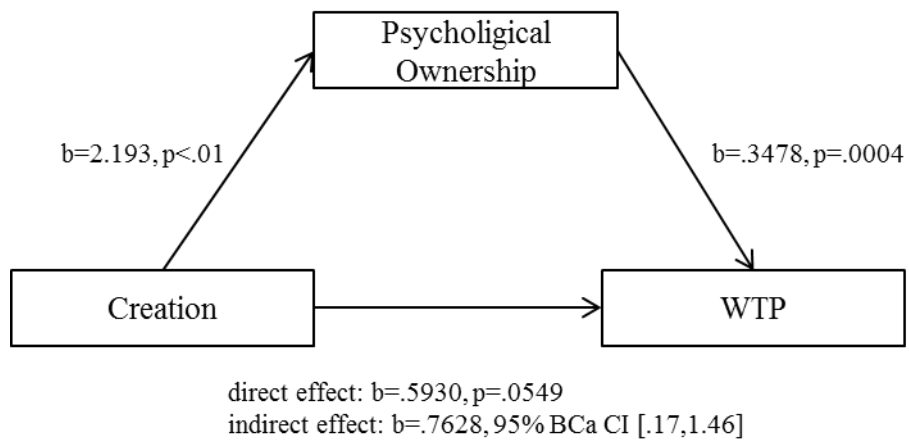
		Psychological Ownership	Willingness- to-pay	Pride
Overall n=103	Psychological Ownership	2.423		
	Willingness-to-pay	.623	1.786	
	Pride	.514	.263	1.922
EG1 n=19	Psychological Ownership	.581		
	Willingness-to-pay	.107	.145	
	Pride	.135	.024	1.150
EG2 n=19	Psychological Ownership	2.914		
	Willingness-to-pay	1.109	1.232	
	Pride	1.028	-.001	2.544
EG3 n=19	Psychological Ownership	3.015		
	Willingness-to-pay	-1.098	3.785	
	Pride	-.421	.531	1.966
EG4 n=20	Psychological Ownership	1.086		
	Willingness-to-pay	.438	2.039	
	Pride	.097	.556	1.011
EG5 n=26	Psychological Ownership	1.468		
	Willingness-to-pay	.054	.290	
	Pride	1.041	.185	2.183

**Figure A1.** Toolkit





**Figure A2.** Mediation Analysis of Psychological Ownership (EG1 vs. EG2)



**Figure A3.** Mediation Analysis of Pride (EG1 vs. EG2)

