Exploring the link between Psychological Ownership and Future Time Perspective
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Sprache/Language: Deutsch/English

This master thesis seeks to empirically combine these two emerging marketing topics. Psychological ownership for an object describes the feeling that the object is one’s own without any legal justification. The future time perspective describes the time someone thinks (s)he has left in life.

In an empirical examination, this thesis examines the effect of changes in the future time perspective on feelings of ownership for a product.

Quellen/Introductory Literature:


