This talk will provide an overview of my research on haptics or the sense of touch in order to explain the bridge to psychological ownership. Then a recent project will be detailed examining an outcome of psychological ownership; stewardship. Specifically, resources shared among a group of consumers are often exploited when each individual puts self-interest ahead of group interest, a dilemma known as the tragedy of the commons. Our work proposes that increasing an individual’s psychological ownership for a shared resource can lead to greater stewardship of the resource, thus offering a solution to this dilemma. We examine stewardship or care of a shared resource both in terms of effort exerted by the consumer as well as financial investment. Using different types of territories, we investigate this proposed effect in an online scenario study, an incentive-compatible lab study, and two field studies. Results indicate that subtle manipulations based on antecedents of psychological ownership increase consumer’s psychological ownership and subsequent stewardship of the shared resource.

Short Bio
Joann Peck is an associate professor of marketing at the University of Wisconsin-Madison. She received her undergraduate degree from the University of Michigan, her MBA from the University of Wisconsin-Madison and her PhD from the University of Minnesota. Prof Joann Peck’s studies haptics (the sense of touch) as well as other non-verbal behaviors. More recently, Prof Peck has worked on projects using psychological ownership and the implications for consumer research. Her research has been published in the Journal of Consumer Research, the Journal of Marketing, the Journal of Consumer Psychology, the Journal of Business Research, and the Journal of Retailing. She has recently edited a book with Suzanne B. Shu titled Psychological Ownership and Consumer Behavior forthcoming in 2018. Peck’s research has been cited in U.S. News and World Report, Time.com, MarketWatch, the Canadian Broadcast Company and others. She teaches at the undergraduate, master’s and PhD levels and has received multiple teaching awards.