

"Who" You Rent from Matters: The Differential Effects in Perceived Ownership When Renting

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Zoom Link: <https://bostonu.zoom.us/j/7927088685?pwd=ODJSRHNFEVzTVVEEd2lCNUVpNVJHQT09>

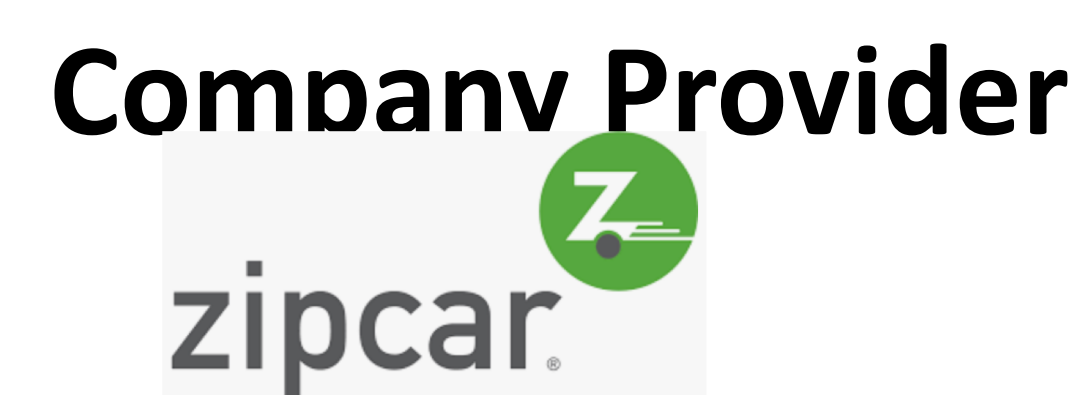
Meeting ID: 792 708 8685; Passcode: 1245

Research Question

There has been a rise in renting economy but does who consumers rent from matter?

- Do people value rental product differently when renting it from a company or a person?
- Does type of rental provider influence consumer's rental behaviors?

Car Rental



Conceptual Development

- Peer-to-peer exchanges allow for greater recognition of the rental provider resulting in a more salient person-object ownership link (Belk 1988).
- Consumers feel less psychological ownership for a rental product when renting it from a person than from a company.
- Perceptions of psychological ownership mediate the valuation of the rental product and behaviors towards the rental product.

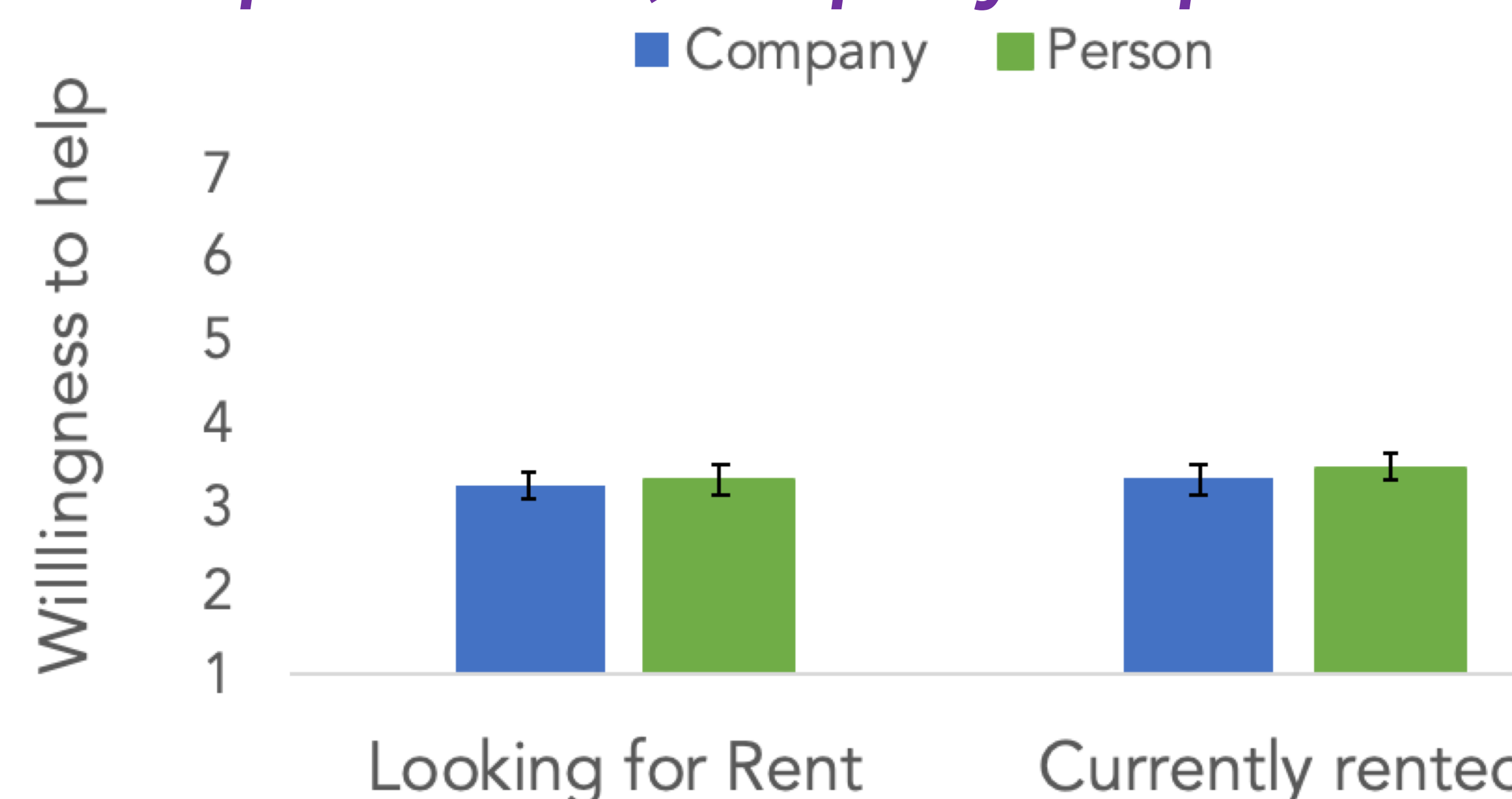
Study 1

- Rental cabin (N = 402; M-Turk)
- 2 (Rental provider: Company vs. Person) X 2 (Renting stages: Looking for rent vs. Rented)
- Company Condition: Renting from Aspen Management Company
- Person Condition: Renting from Donna Smith
- DV: Value (WTP & WTA)

Value of rental product significantly lower when product is rented from a person



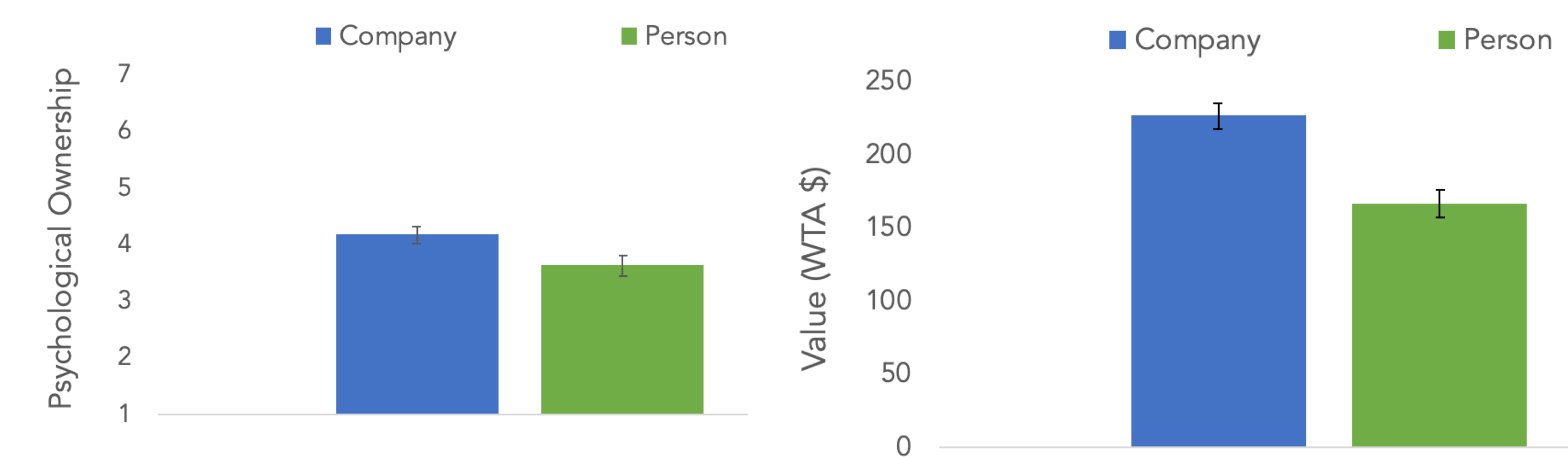
Communal norms do not differ between rental providers (company vs. person)



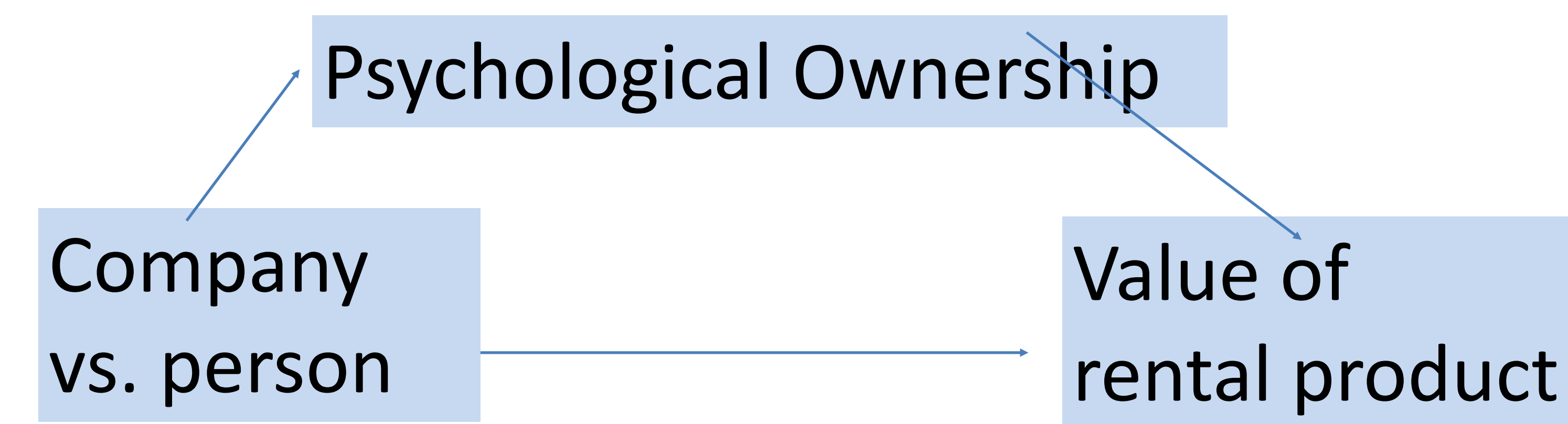
Study 2

- Rental Jeep (N = 306 ; M-Turk)
- (Rental provider: Company (Vieques Jeep Rentals) vs. Person (Alex Smith))
- DV: Psychological Ownership; Rented Stage(WTA); Personalization of Jeep radio

Psychological ownership is lower for a person-rental and it mediates rental value

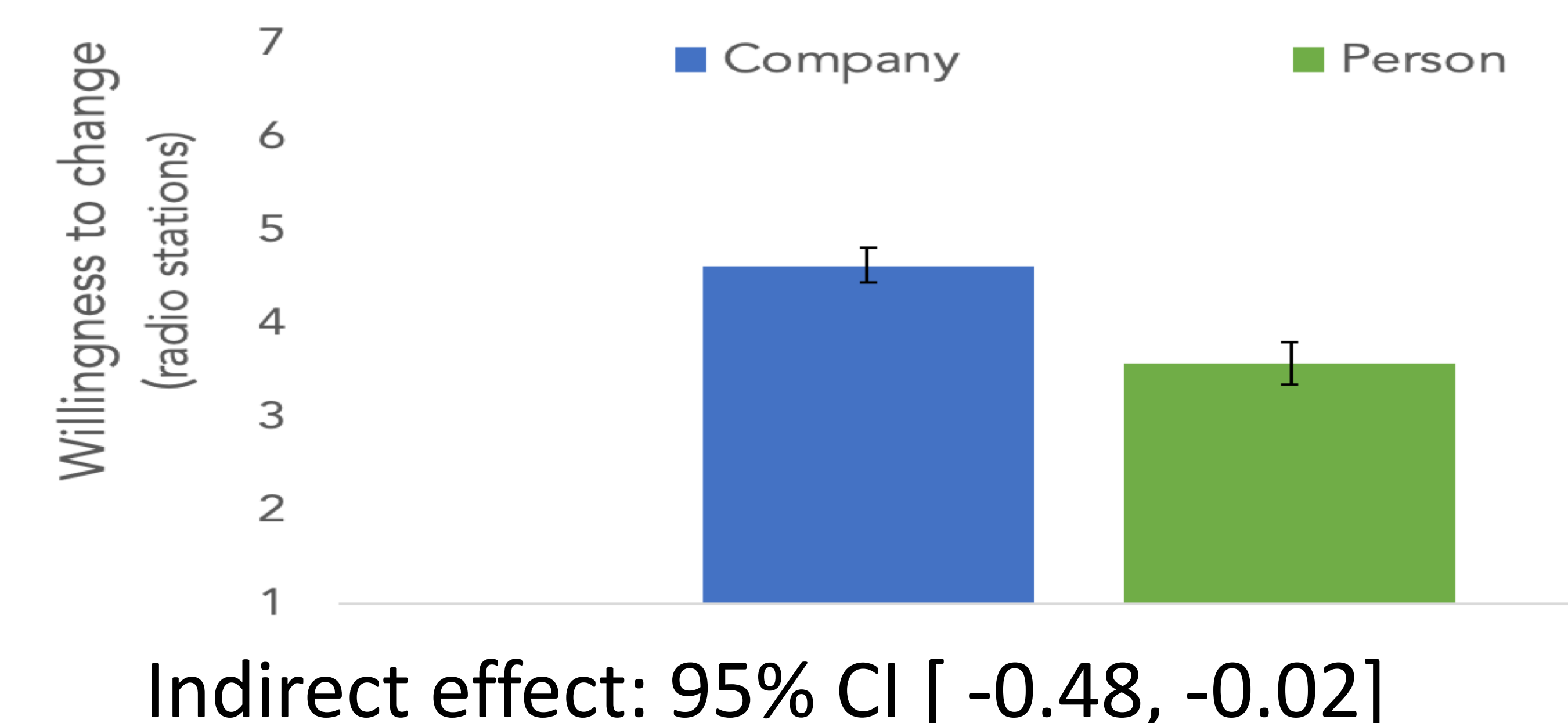


Lower psychological ownership mediates the lower valuation of the rental product



Indirect effect: 95% CI [-17.52, -0.62]

Lower willingness to personalize product when rented from a person



Indirect effect: 95% CI [-0.48, -0.02]