

The negative handmade effect: How and why control deprivation thwarts desire for handmade products

Jiaqi (Flora) Song¹  | Dongjin He²  | Yuwei Jiang³ 

¹Management School, University of Liverpool, Liverpool, UK

²Faculty of Business, Lingnan University, Hong Kong, China

³Faculty of Business, Hong Kong Polytechnic University, Hong Kong, China

Correspondence

Jiaqi (Flora) Song, University of Liverpool Management School, Chatham Street, Liverpool L69 7ZH, UK.
Email: flora.song@liverpool.ac.uk

Funding information

Hong Kong Research Grants Council, Grant/Award Numbers: PolyU155008/21B, ECS23501521; British Academy/Leverhulme Small Research Grants, Grant/Award Number: SRG22\220813; Asian Centre for Branding and Marketing (ACBM); Lam Woo Research Fund, Lingnan University, Grant/Award Number: LWP20017; University of Liverpool

Abstract

This research examines consumer reactions to handcrafted products under control deprivation. Four studies reveal that while a positive handmade effect exists among consumers whose sense of personal control is not threatened, a negative handmade effect appears for those consumers under control deprivation. That is, consumers show less favorable attitudes toward handcrafted products when their sense of personal control is threatened. This effect appears because the lower psychological ownership of handcrafted (vs. regular) products cannot instrumentally help restore consumers' sense of personal control. The negative handmade effect under control deprivation is mitigated when consumers can customize the product based on their own preferences. The current research is among the first to show how the handcrafted nature of products can backfire and lead to negative reactions among consumers (i.e., a negative handmade effect). Our findings also shed light on the antecedents and consequences of psychological product ownership and add to the current knowledge of personal control in the consumption domain.

KEYWORDS

consumer judgments, control deprivation, customization, handmade, psychological ownership

1 | INTRODUCTION

Along with the industrial revolution, standardized and mass-manufactured products have gradually captured consumers' hearts and minds by their superior quality, whereas handcrafted products used to be perceived as containing inconsistencies and flaws, and were thus generally less preferred by consumers. This perception, however, has dramatically changed in recent decades due to the rise of a craft-centric economy (Mele, 2015). Following this trend, products from many categories now highlight their "handcrafted" nature, such as Lush (handmade cosmetics), John Lobb (handmade shoes), and Grandala (handmade handbags and accessories). Etsy, the online marketplace for handcrafted goods, surprised the market with

an 88% boost in its stock price on its first trading day (Furman, 2015), and Amazon launched "Amazon Handmade" line to offer shoppers factory-free products crafted by independent artisans from all over the world (Bensinger, 2015).

Given the booming craft economy, marketing research has started investigating the reasons behind handcrafted products' increased popularity. For example, recent research suggests that handcrafted products are attractive because their production represents authenticity (Boisvert & Ashill, 2018; Luckman, 2015) and humanity (Campbell, 2005), and transfers the love of the maker to the buyer (Fuchs et al., 2015; Rauschendorfer et al., 2022). However, handcrafted products are not always be positively valued. Drawing on past research on craft consumption, psychological ownership, and

This is an open access article under the terms of the Creative Commons Attribution License, which permits use, distribution and reproduction in any medium, provided the original work is properly cited.

© 2023 The Authors. *Psychology & Marketing* published by Wiley Periodicals LLC.

personal control, we argue that consumers' sense of personal control can moderate their reactions to handcrafted products. We propose that control-deprived consumers will have a strong motivation to secure psychological ownership over the products they purchase, because psychological product ownership can potentially serve as a means to restore their personal control (e.g., Fuchs et al., 2010; Furby, 1978; Morewedge et al., 2021; Pierce et al., 2003). In contrast, the process of handcrafting is likely to decrease consumers' psychological ownership of that product because handcrafted products may contain more essence of their makers (e.g., Kramer & Block, 2014; White et al., 2016). In this way, consumers cannot use handmade products to express themselves truly and exclusively (e.g., Belk, 1988; Kaiser et al., 2017; Pierce et al., 2003), leading to a lower sense of product ownership. Considering these factors together, we propose that consumers will have less favorable attitudes toward handcrafted products when their sense of personal control is threatened. We further predict that this negative handmade effect under control deprivation arises because handcrafted (vs. regular) products cannot boost psychological ownership to instrumentally restore consumers' sense of personal control. This effect can be mitigated when consumers' psychological product ownership is heightened in another way (e.g., through product customization).

These hypotheses are supported by the four studies in the current research. Bridging the research on craft consumption, psychological ownership, and personal control, this research makes several contributions. First, it supplements the limited research on craft consumption (e.g., Campbell, 2005; Fuchs et al., 2015; Luckman, 2015) by demonstrating the impact of an important psychological factor, namely personal control, on consumers' attitudes toward handcrafted products. To the best of our knowledge, the current research is among the first to show how handcrafted products can backfire and lead to negative reactions among consumers (i.e., a negative handmade effect). Second, the current research sheds light on the antecedents and consequences of psychological product ownership, a construct that has received increasing attention in the past decade (e.g., Kirk et al., 2018; Shu & Peck, 2011) and is important in consumers' decision-making processes. Last but not least, the current research demonstrates a novel consumption-related consequence of control deprivation—the avoidance of handcrafted products—thereby adding to the growing literature on the role of personal control in the consumption domain (e.g., Chae & Zhu, 2014; Chen et al., 2017; Cutright & Samper, 2014; Su et al., 2017).

2 | THEORETICAL BACKGROUND

2.1 | Handcrafted products and psychological ownership

In recent decades, the rising importance of artisanship in a world of seemingly perfect machines has appeared in multiple ways, from an increasing number of brands emphasizing the “handcrafted” element

in their brand images (e.g., Lush and John Lobb) to the constant growth of craft consumption in the last 15 years (Meyers, 2018). Handmade or handcrafted products are those items that are promoted to consumers as being made by hand or a handmade process, rather than being made by a machine or machinal process (Fuchs et al., 2015).

Given this renaissance of craft consumption, consumer researchers have started to investigate the mechanisms explaining consumers' enthusiasm for handcrafted products (e.g., Campbell, 2005; Fuchs et al., 2015; Luckman, 2015). For example, handcrafted products are an ennobling and humanizing means through which product makers can express their humanity (Campbell, 2005). Handcrafted products provide a sense of authenticity in an increasingly inauthentic world and offer a connection between the consumer and the product maker (Luckman, 2015). The seminal work by Fuchs and his colleagues (2015) tested these possibilities empirically, and showed that the makers' love embedded in the handcrafting process is the fundamental driver of consumers' favorability toward handcrafted products. This is consistent with the consumer contagion literature suggesting that the product makers' essence (their love and thoughts) has been transferred into their products during the handcrafting process and thus increases the perceived product value in consumers' minds (e.g., Argo et al., 2006, 2008; Kramer & Block, 2014; Morales & Fitzsimons, 2007).

However, the makers' essence transferred through handcrafted products may have a negative underpinning. Specifically, we argue that the essence-transforming element embedded in the handcrafting process can result in lower psychological ownership of a handmade (vs. regular) product. Psychological product ownership is the sense of possession an individual feels for a tangible or intangible product (i.e., a feeling that the product is “MINE”; Fuchs et al., 2010; Morewedge et al., 2021; Pierce et al., 2003; Shrum et al., 2022). Psychological product ownership can be detached from legal ownership and strengthened when consumers feel that they are associated with a product (Pierce et al., 2003). For example, physically touching or merely imagining touching a product enhances consumers' psychological ownership of the product (Kirk et al., 2015; Peck & Shu, 2009; Pierce et al., 2003). Investment of self (e.g., in terms of time or energy) in the product also facilitates feelings of ownership (e.g., Heider, 1958; Rudmin & Berry, 1987).

Past research on consumer contagion suggested that consumers believe in a process of “essence transforming” in which essential properties of others (e.g., the designer, the producer) are transferred to the contagioned products (e.g., Argo et al., 2006; Kramer & Block, 2014; White et al., 2016), and this process can serve as a signal of psychological ownership of the product. The transferred essence cannot be easily erased as time elapses; it tends to remain as part of the product (Argo et al., 2006; Rozin & Nemeroff, 1990). In other words, consumers have the lay belief that the time and energy the crafter spent in producing the product and the physical contact between the crafter and the product during the handcrafting process can bring “contagion” to the product and establish a certain level of psychological ownership by the crafter over the handcrafted product.

The total psychological ownership of a product may be finite and limited, and the psychological ownership distribution can be asymmetric (e.g., Kovacheva & Lamberton, 2018). Thus, when holding other factors constant, if another person (e.g., the crafter) establishes a higher level of psychological ownership over a product, consumers may expect less psychological product ownership remains for them when purchasing that product. Consistent with this argument, previous research found that signals of others' psychological ownership could erode consumers' perceived psychological ownership of a product (e.g., Kirk et al., 2018; Kovacheva & Lamberton, 2018).

To validate the assumption that, compared to regular products, handcrafted products bring a lower sense of psychological ownership to the consumers, we conducted Pilot Study 1 (see Appendix A, Supporting Information for more details). As this effect is due to the nature and manufacturing process of handcrafted (vs. regular) products, it will not be influenced by consumers' sense of personal control.

2.2 | Control deprivation and securing psychological ownership

Personal control is defined as one's capacity to demonstrate competence, superiority, personal causation, and mastery over the environment (White, 1959). Pursuing and maintaining personal control is one of the most fundamental human needs and a primary motivator of human behavior (e.g., Kelley, 1971; Miller, 1979). Feeling in control leads to many beneficial outcomes, including lower stress, healthier food choices, and higher physical and psychological well-being (e.g., Lunardo et al., 2022; McCarty & Shrum, 2001; Shrum et al., 2014). Although people generally believe that they have personal control over their lives (Cutright, 2011), consumers are frequently exposed to situations that remind them of their lack of control over the consumption environment, such as a "sold out" sign on the shelf where their desired product should be, the high spatial density (van Rompay et al., 2008) in their favorite restaurant, or perceived uncertainty in the environment. In these situations, a feeling of control deprivation can arise (e.g., Chen et al., 2017; Cutright & Samper, 2014; Ng et al., 2021; Zhu & Ratner, 2015), and this experience is threatening and undesirable (Heckhausen & Schulz, 1995).

Given the benefits of high personal control and the discomfort caused by low personal control, consumers naturally exhibit a strong desire to restore control when it is lacking (e.g., Fiske et al., 1996). In fact, control deprivation activates a defensive mechanism in which consumers actively strive to regain control over their environment (e.g., Chae & Zhu, 2014; Chen et al., 2017; Cutright et al., 2013; Su et al., 2017). Past literature shows that control-deprived consumers take various actions to restore personal control. For example, they may acquire products that are more functional than splurge-worthy (Chen et al., 2017), prefer products requiring their own effort (Cutright & Samper, 2014), and more frequently switch the products and brands they are using (Su et al., 2017).

In the current research, we predict that under control deprivation, consumers will have a strong motivation to secure psychological ownership of the products they purchase, as the perception of ownership can potentially restore a consumer's feelings of personal control via a two-step process. First, psychological ownership can heighten consumers' sense of product control. Porteous (1976) argued that one of the satisfactions that people derive from ownership is perceived control over the product they have bought. Consumers believe that ownership indicates the ability to control the use of objects (Lee, 2015; Rudmin & Berry, 1987). Indeed, a salient feature of psychological ownership over possession is the legitimacy and ability to control that product in whatever way one wants and use it to represent the self (e.g., Belk, 1988, 1989; Isaacs, 1933).

Second, the feeling of controlling a product can help restore an individual's sense of personal control. Following the compensatory control theory (Kay et al., 2009), consumers tend to restore their threatened personal control by strengthening their capacity to control their environment, such as heightening their self-efficacy (Bandura, 1977; Landau et al., 2015). Product control is one source of such efficacy-related satisfaction (Duncan, 1981; Furby, 1978; Jussila et al., 2015). Controlling a product can heighten a consumer's mastery over the environment, which is a major source of personal control (Furby, 1978; White, 1959). Thus, any lack of personal control will motivate individuals to secure psychological ownership of the products they intend to purchase (Duncan, 1981; Pierce et al., 2003). As reasoned and tested in Pilot Study 1 above, handcrafted (vs. regular) products bring a lower sense of psychological ownership. Therefore, control-deprived consumers who try to secure psychological ownership will have more favorable attitudes toward regular (vs. handcrafted) products.

To evince this process, we conducted Pilot Studies 2, 3, and 4 (see Appendix A, supporting information for more details). Pilot Study 2 verified that when consumers' personal control is not threatened, only perceived love, but not psychological ownership, can predict consumers' evaluation of handcrafted products. In other words, by default, psychological ownership is not the primary concern when consumers evaluate handmade products. Pilot Study 3 supported that control deprivation can motivate consumers to secure psychological ownership. Last, Pilot Study 4 validated that psychological ownership of regular products can help control-deprived consumers restore their sense of personal control.

3 | THE CURRENT RESEARCH

Although consumers whose sense of personal control is not threatened often favor handcrafted products because they believe that handcrafted products contain the makers' love (Fuchs et al., 2015), the essence transformation in the handcrafting process can threaten consumers' psychological ownership of the product. We predict that under control deprivation, consumers will try to restore their sense of control by securing psychological ownership over their products. As they cannot easily do so when the craftsperson has contaminated the product's ownership, control-deprived consumers

will have a more negative attitude toward handmade (vs. regular) products.

Bringing these together, we hypothesize that consumers will have different attitudes toward handcrafted products, depending on their sense of personal control. Specifically, although consumers whose sense of personal control is not threatened will show more favorable attitudes toward handcrafted products than regular products (i.e., a positive handmade effect; Fuchs et al., 2015), consumers who perceive a lack of personal control will show more negative attitudes toward handcrafted products than regular products. We further hypothesize that this effect under control deprivation is driven by a preference for products that can help secure higher psychological ownership; that is, regular instead of handcrafted products. Stating these hypotheses formally:

H1: *The effect of handcrafted (vs. regular) products on consumer attitudes will be moderated by consumers' sense of personal control. Specifically, consumers will show more positive attitudes toward handcrafted (vs. regular) products (i.e., a positive handmade effect) when their sense of personal control is not threatened. In contrast, when consumers' sense of personal control is threatened, consumers will show more negative attitudes toward handcrafted (vs. regular) products (i.e., a negative handmade effect).*

H2: *Sense of control will moderate the effect of psychological ownership on product evaluation and thereby moderate the mediating role of psychological ownership in the negative effect of handcrafting on product evaluation. Specifically, when consumers' sense of personal control is not threatened, as psychological ownership cannot predict product evaluation, psychological ownership of handcrafted (vs. regular) products will not mediate consumers' product evaluation. In contrast, when consumers' sense of personal control is threatened, psychological ownership can predict product evaluation, and the lower psychological ownership of handcrafted (vs. regular) products will mediate consumers' more negative attitudes toward handcrafted (vs. regular) products.*

Further, we argue that the negative handmade effect under control deprivation arises because these consumers try to secure psychological ownership over the product. Therefore, if

consumers can strengthen their sense of ownership by other means, the negative handmade effect under control deprivation can be dismissed. We posit that customization exemplifies such an instance. Customization occurs when brands offer products with additional aesthetic and functional adaptations to better fulfill individual customers' needs and wants (Franke & Schreier, 2008). For instance, Porsche allows customers to build and order their own cars, Nike By You provides customized shoes and shirts, and M&M offers self-designed chocolates. Prior literature suggests that compared to regular purchases, customization can heighten a customer's degree of psychological ownership (Franke et al., 2010). The research explains that this is because customization involves self-design as an essential part of product co-creation. During that design process, consumers are likely to invest themselves in the product, regard the product as part of their extended selves, and thereby develop a higher sense of product ownership (Pierce et al., 2003). Therefore, we propose that product customization, via enhancing consumers' psychological ownership, can eliminate the negative handmade effect under control deprivation. Stating this hypothesis formally:

H3: *Consumers' more negative product evaluation of handcrafted (vs. regular) products under control deprivation will be dismissed when the product is customized to the consumer's own preferences.*

3.1 | Summary of studies

As depicted in Figure 1, four studies were conducted to test these hypotheses. Through hypothetical scenarios and real bidding behavior, Studies 1 and 2 reveal that consumers' reactions to handcrafted products are contingent on their sense of personal control (H1). Study 3 explains consumers' different reactions to handcrafted products based on their sense of control by showing the coexistence of two underlying mechanisms, namely, the makers' love and psychological product ownership (H2). Finally, Study 4 validates the proposed psychological ownership account by showing the dismissal of the negative handmade effect under control deprivation in a product customization context (H3). Taken together, the findings from these studies provide corroborative evidence that handcrafted

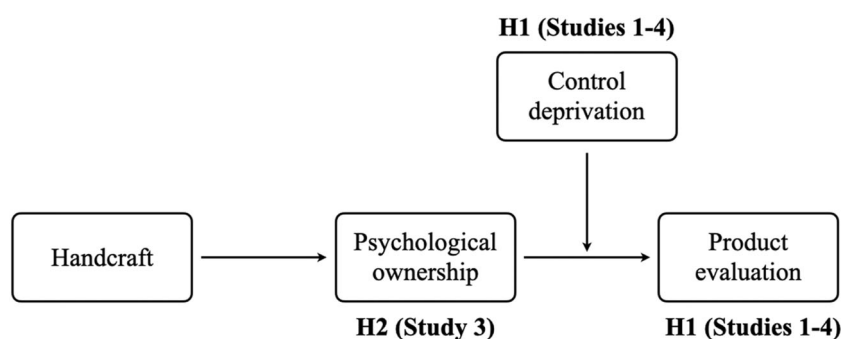


FIGURE 1 Conceptual framework.

products may not always be evaluated positively by consumers, and consumers' sense of personal control is one of the crucial factors that can pivot the valence of the handmade effect.

4 | STUDY 1

Previous literature demonstrated a positive handmade effect on product evaluation (Fuchs et al., 2015). However, in the current research, we argue that consumers' sense of personal control can moderate their reactions to handcrafted products. Among consumers whose sense of personal control is not threatened, we expect to observe a positive handmade effect on product evaluation. Meanwhile, a negative handmade effect is expected among control-deprived consumers (H1). Study 1 tests this possibility.

4.1 | Method

Two hundred and nine US consumers (55.5% female; $M_{\text{age}} = 36.15$, $SD = 9.14$) participated in this study on Amazon's Mechanical Turk for a nominal payment. Participants were randomly assigned to the conditions of a 2 (product type: handcrafted vs. regular) \times 2 (personal control: control deprivation vs. baseline) between-subjects factorial design.

To manipulate their perceived personal control, we first asked participants to complete an autobiographical recall task (e.g., Chen et al., 2017; Su et al., 2017). Specifically, participants described either a recent incident in which they had no control over the situation (the control-deprivation condition) or a typical day in their lives (the baseline condition). After the recall task, participants completed questions validating the successful manipulation of their personal control (see Appendix B, supporting information).

Next, in a purportedly unrelated product evaluation task, participants evaluated a coffee mug. In addition to the picture and description of the mug presented in both regular and handcrafted

product conditions, in the handcrafted condition, we highlighted the fact that the coffee mug was handcrafted by a particular craftsman (see Appendix). After reading the information, participants indicated their evaluation of the mug on four items using 9-point scales (dislike/like, bad/good, not appealing/appealing, and unlikely to buy/likely to buy; $\alpha = 0.95$; Fuchs et al., 2015).

4.2 | Results

A 2 \times 2 analysis of variance (ANOVA) was applied to test the moderating role of consumers' sense of personal control in the effect of handcrafted (vs. regular) products on product attitudes (H1). The statistical test yielded a significant main effect of personal control ($F_{(1, 205)} = 10.20$, $p = 0.002$), qualified by a significant interaction between product type and personal control ($F_{(1, 205)} = 10.71$, $p = 0.001$, $\eta_p^2 = 0.05$; see Figure 2). Supporting our predictions in H1, participants in the baseline control condition reported a more favorable attitude toward the handcrafted coffee mug ($M = 6.15$, $SD = 2.12$) compared to the regular one ($M = 5.21$, $SD = 2.08$; $F_{(1, 205)} = 6.42$, $p = 0.012$, $\eta_p^2 = 0.03$), replicating the positive handmade effect from the prior literature. More importantly, as we expected, participants in the control-deprivation condition indicated a less favorable attitude toward the handcrafted mug ($M = 4.31$, $SD = 1.93$) than the regular one ($M = 5.23$, $SD = 1.96$; $F_{(1, 205)} = 4.55$, $p = 0.034$, $\eta_p^2 = 0.02$).

4.3 | Discussion

Study 1 provided initial evidence supporting our H1 that consumers react differently to handcrafted products, depending on their sense of personal control. For those consumers who do not experience a control threat, there is a positive handmade effect on product evaluation, consistent with the prior literature (Fuchs et al., 2015). However, for the control-deprived consumers, highlighting the handcrafted nature of the product backfires on their product evaluation. Next, we test whether the positive

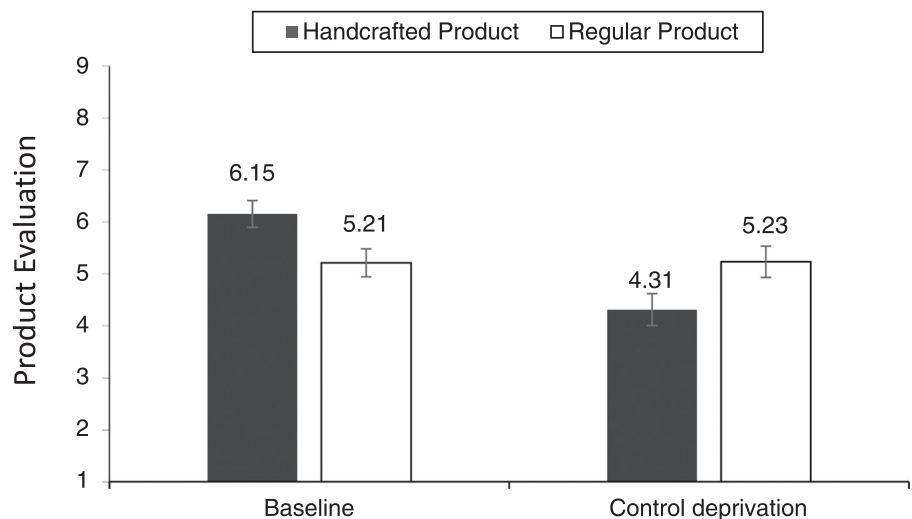


FIGURE 2 Product evaluation as a function of product type and personal control (Study 1).

and negative handmade effects (H1) can influence real consequential decisions by consumers.

5 | STUDY 2

Study 2 replicates the positive and negative handmade effects (H1) using consumers' real purchasing behavior. We predict that consumers whose sense of personal control is not threatened will bid higher prices for handcrafted products than regular ones. However, a negative handmade effect was expected among control-deprived consumers; that is, they intend to pay lower prices for handcrafted products than regular products.

5.1 | Method

Two hundred and eighteen Hong Kong undergraduates (74.3% female; $M_{\text{age}} = 21.44$, $SD = 2.80$) participated in this study for a nominal payment. Participants were randomly assigned to the conditions of a 2 (product type: handcrafted vs. regular) \times 2 (personal control: control deprivation vs. baseline) between-subjects factorial design.

Participants' sense of personal control was first manipulated by a reading-comprehension task frequently used in the past control literature (e.g., adapted from Cutright & Samper, 2014). Specifically, participants in the control-deprivation condition read and summarized a fictitious scientific article arguing that individuals have very little personal control in their lives. By contrast, in the baseline control condition, participants read and summarized an article similar in length, style, and source, but describing the habits of birds. After the reading task, participants completed the same manipulation check questions as in Study 1 (see Appendix B, Supporting Information for the questions and results).

Next, participants were told that as a token of appreciation for their participation, they had a chance to bid for a woolen coaster. In both regular and handcrafted product conditions, they were presented

with the same woolen coaster (see Appendix). However, in the handcrafted condition, they were told that this woolen coaster was hand-knitted by Chinese artisans, whereas this information was not provided in the regular condition. Participants were informed that a secret reserve price had been set for the coaster, and they could put down a bid from HK\$0 to HK\$20 (approx. US\$2.56). Participants can take the coaster if their bid equals or surpasses the secret reserve price; if so, they need to pay the amount of the bidding price. After participants indicated their bids for the product, they went to another room individually to finish the transaction and debriefing. Participants paid their bidding price and received the coaster if their bid equaled or surpassed the reserve price, which was set as HK\$4 (approx. US\$0.51).

5.2 | Results

A 2 \times 2 ANOVA tested H1 and yielded a significant interaction between product type and personal control ($F_{(1, 214)} = 13.14$, $p < 0.001$, $\eta_p^2 = 0.06$; see Figure 3). Consistent with our expectations, participants in the baseline control condition bid higher prices for the handcrafted woolen coaster ($M = \$7.98$, $SD = 6.71$) compared to the regular one ($M = \$5.04$, $SD = 4.22$; $F_{(1, 214)} = 8.28$, $p = 0.004$, $\eta_p^2 = 0.04$). More importantly, supporting H1, participants in the control-deprivation condition bid lower prices for the handcrafted woolen coaster ($M = \$4.44$, $SD = 5.01$) than the regular one ($M = \$6.73$, $SD = 4.25$; $F_{(1, 214)} = 5.06$, $p = 0.026$, $\eta_p^2 = 0.03$).

5.3 | Discussion

Using consequential bidding price data, Study 2 replicated the observed positive and negative handmade effects, thereby supporting our H1. By recruiting undergraduate participants from Hong Kong, we verified that the moderating role of control deprivation in consumers' evaluation of handmade (vs. regular) products is likely to happen across consumers from different backgrounds, thereby

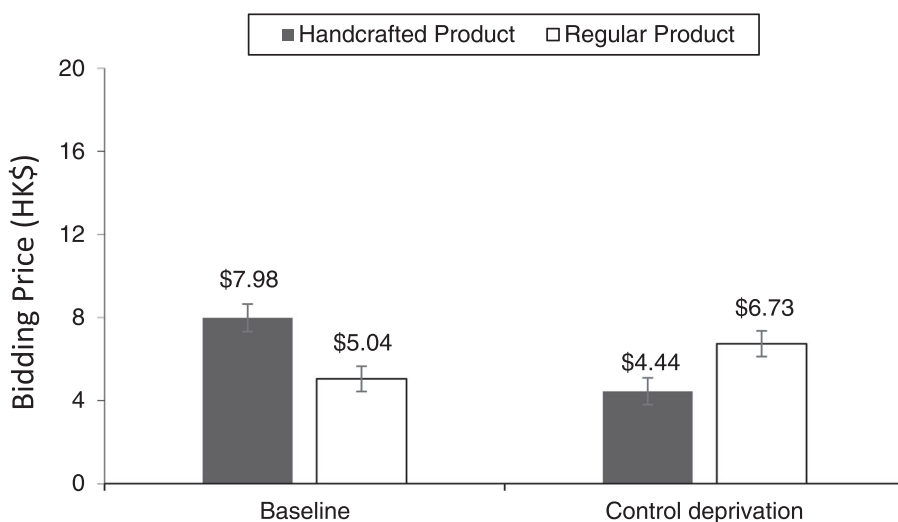


FIGURE 3 Bidding price (in HK\$) as a function of product type and personal control (Study 2).

enhancing the external validity of the findings. Meanwhile, there was no main effect of the sense of control on product evaluation ($F_{(1, 214)} = 1.66, p = 0.199$), thus ruling out the alternative explanation of negative emotions under control deprivation transferring to the product evaluation.

6 | STUDY 3

Study 3 seeks to provide direct evidence for the proposed underlying mechanisms. Fuchs and colleagues (2015) argued that the positive handmade effect is driven by the perception that handcrafted products contain the love of makers, consequently increasing product attractiveness. However, we argue that in addition to enhancing love perception, handcrafted products reduce consumers' psychological product ownership and lead to a negative handmade effect under control deprivation (H2).

In Study 3, we examine how these two mechanisms, namely maker's love and psychological product ownership, influence the evaluation of handcrafted products when consumers have different levels of personal control. Specifically, we predict that for both consumers whose sense of personal control is not threatened and control-deprived consumers, the perceived love from the maker will impact the consumers' evaluation of the handcrafted product. Under control deprivation, however, given the importance of securing psychological ownership, the negative effect of handcrafting on evaluation driven by psychological ownership can override the positive effect of handcrafting on evaluation mediated by perceived love, leading to an overall negative handmade effect. Study 3 validates these underlying proposed mechanisms.

6.1 | Method

Two hundred and twenty US consumers (51.4% female; $M_{\text{age}} = 37.56, SD = 24.61$) participated in this study on MTurk for a nominal

payment. Participants were randomly assigned to the conditions of a 2 (product type: handcrafted vs. regular) $\times 2$ (personal control: control deprivation vs. baseline) between-subjects factorial design.

Participants first completed the same control manipulation and manipulation check questions as in Studies 1 and 2 (see Appendix B, supporting information for the questions and results). Next, participants were invited to evaluate a scarf based on a print advertisement. The same product picture and description were presented in regular and handcrafted product conditions. However, we manipulated the product type by highlighting that a craftsman hand-knitted the scarf in the handcrafted condition (see Appendix). Participants indicated their evaluation of the scarf using the same four attitudinal items as in Study 1 ($\alpha = 0.93$).

After product evaluation, participants responded to three items designed to capture the perceived maker's love in the scarf (i.e., "The production process imbued the scarf with a lot of love"; "This scarf can figuratively be described as warm-hearted"; "I think this scarf is full of passion"; $1 = \text{strongly disagree}, 9 = \text{strongly agree}; \alpha = 0.93$; Fuchs et al., 2015) and four items measuring participants' psychological product ownership if they could buy this scarf (i.e., "I will feel like I completely own this scarf"; "I will feel a high degree of personal ownership of the scarf"; "I will feel this is my scarf"; and "I will feel a strong personal connection to this scarf"; $1 = \text{not at all}, 9 = \text{very much}; \alpha = 0.93$; adapted from Peck & Shu, 2009), in a counterbalanced order.

6.2 | Results

First, to test H1, a 2×2 ANOVA yielded a significant main effect of personal control ($F_{(1, 216)} = 11.69, p = 0.001$), qualified by a significant interaction between product type and personal control ($F_{(1, 216)} = 18.72, p < 0.001, \eta_p^2 = 0.08$; see Figure 4). Replicating the positive handmade effect in Studies 1 and 2, participants in the baseline control condition reported more favorable attitudes toward the handcrafted scarf ($M = 7.08, SD = 1.49$) compared to the regular

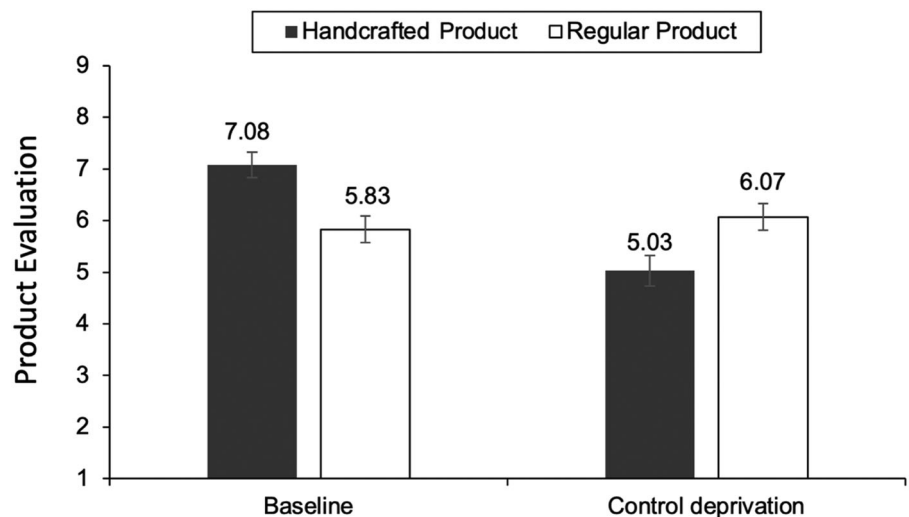


FIGURE 4 Product evaluation as a function of product type and personal control (Study 3).

one ($M = 5.83$, $SD = 2.11$; $F_{(1, 216)} = 12.18$, $p = 0.001$, $\eta_p^2 = 0.05$). More importantly, however, participants in the control-deprivation condition indicated less favorable attitudes toward the handcrafted scarf ($M = 5.03$, $SD = 2.64$) than the regular one ($M = 6.07$, $SD = 1.54$; $F_{(1, 216)} = 7.14$, $p = 0.008$, $\eta_p^2 = 0.03$).

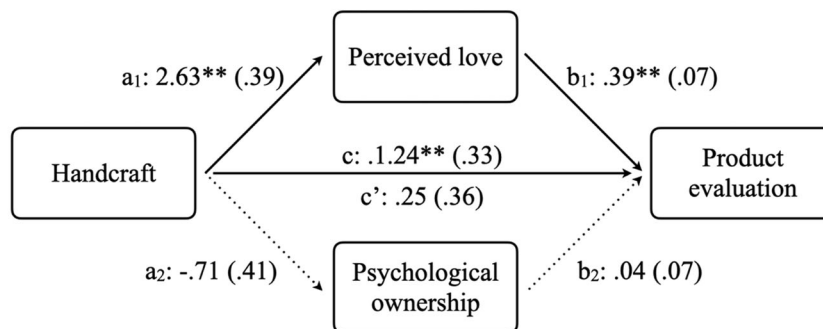
Next, we studied the effect of product type on the two parallel mediators. A 2×2 ANOVA on the perceived maker's love only showed a significant effect of product type, such that participants in the handcrafted condition reported significantly higher degrees of the maker's love ($M = 5.92$, $SD = 2.00$) compared to those in the regular condition ($M = 3.47$, $SD = 2.27$; $F_{(1, 216)} = 67.62$, $p < 0.001$). To test the effect of handcrafted (vs. regular) products on psychological ownership, a 2×2 ANOVA on product ownership only showed a significant effect of product type ($F_{(1, 216)} = 16.34$, $p < 0.001$). Compared to those in the regular condition ($M = 6.34$, $SD = 1.97$), participants in the handcrafted condition reported lower psychological product ownership ($M = 5.17$, $SD = 2.50$). As there was no product type \times personal control interaction, control deprivation did not moderate the effect of product type on psychological ownership.

To test the moderating role of personal control in the underlying mechanisms driving consumers' evaluation of handcrafted (vs. regular) products (H2), we conducted two sets of mediation analyses. We first performed mediation analyses for the baseline control and control-deprivation conditions separately. In each mediation analysis, we included makers' love and psychological product ownership simultaneously as two potential mediators. Makers' love mediated the effect of handcrafting on product evaluation in both the baseline control

condition ($b = 1.02$, $SE = 0.26$; 95% confidence interval [CI] = 0.5875 to 1.6028) and the control-deprivation condition ($b = 0.33$, $SE = 0.18$; 95% CI = 0.0497 to 0.7441). Importantly, supporting H2, psychological product ownership, however, only mediated the negative handmade effect in the control-deprivation condition ($b = -1.01$, $SE = 0.34$; 95% CI = -1.7593 to -0.4318). It did not mediate the effect in the baseline control condition ($b = -0.03$, $SE = 0.07$; 95% CI = -0.2250 to 0.0533), suggesting that consumers' product evaluation of handcrafted (vs. regular) products was not influenced by psychological product ownership in the absence of a threat to their sense of personal control (see Figure 5 for more details). As the sense of control did not moderate the effect of product type on psychological ownership (as indicated earlier), this moderating effect was likely to arise in the effect of psychological ownership on product evaluation.

To verify this speculation and provide additional support for H2, we conducted a moderated mediation analysis using the bootstrapping procedure (with 5000 resamples, PROCESS Model 15; Hayes, 2013), with product evaluation as the dependent variable, product type as the independent variable, psychological product ownership as the mediator, and control deprivation as the moderator (see Figure 6). The results revealed a significant moderated mediation pattern ($b = 0.62$, $SE = 0.22$; 95% CI = 0.2622 to 1.1794). Conditional indirect effects showed that psychological product ownership only mediated the main effect in the control-deprivation condition ($b = -0.67$, $SE = 0.22$; 95% CI = -1.1741 to -0.3044) and not in the baseline control condition ($b = 0.15$, $SE = 0.09$; 95% CI = -0.2498 to 0.1049). Additional statistical analyses of Study 3 can be found in Appendix C, supporting information.

Baseline condition:



Control-deprivation condition:

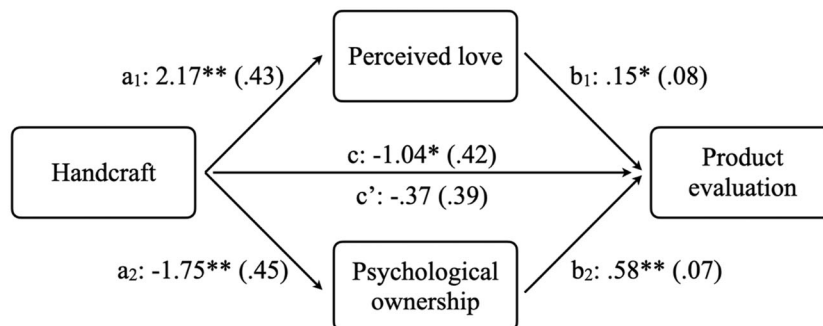
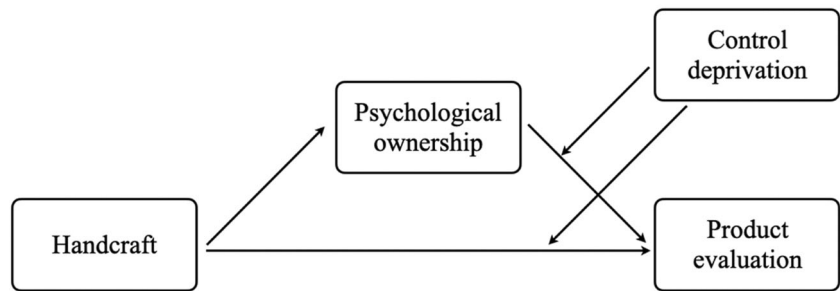


FIGURE 5 Mediation analysis (Study 3). NOTE: Significance levels are denoted by * at $p < 0.05$ and ** at $p < 0.01$. Standard errors are reported in parentheses. The a_2 link in the baseline condition was marginally significant.

FIGURE 6 Moderated mediation (PROCESS Model 15, Study 3).



6.3 | Discussion

Study 3 replicates the findings of the previous studies in a different context. More importantly, this study provides direct evidence of our proposed mediator (i.e., psychological ownership) for the negative handmade effect under control deprivation (H2) and demonstrates the role played by makers' love (the mediator of positive handmade in previous research; Fuchs et al., 2015) under control deprivation. Specifically, we show the coexistence of two underlying mechanisms in judging handcrafted products, namely makers' love and psychological product ownership. The results of Study 3 confirmed our prediction that the positive handmade effect occurs among consumers whose sense of personal control is not threatened because handcrafted products are perceived to contain and transfer the love of their makers. When consumers experience a low sense of personal control, however, a negative handmade effect appears because in this situation the negative impact of limited psychological ownership overrides the positive impact of makers' love.

7 | STUDY 4

We theorize that the negative handmade effect under control deprivation appears because of the lower psychological ownership of handcrafted products. In this way, if consumers can strengthen their ownership of the product via other means, then the observed negative handmade effect should be diminished. In this study, we tested a situation when a product is customized to the consumers' preferences so that their psychological ownership is heightened by customization, and the negative handmade effect can be dismissed (H3). This study also intends to rule out empowerment and agency (e.g., Beck et al., 2020) as alternative explanations driving the negative handmade effect under control deprivation.

7.1 | Method

Four hundred and one adult consumers (58.1% female; $M_{\text{age}} = 38.70$, $SD = 13.37$) participated in this study on Prolific for a nominal payment. Participants were randomly assigned to the conditions of a 2 (product type: handcrafted vs. regular) \times 2 (product design: customized vs. not customized) between-subjects factorial design.

Participants were asked to evaluate a product given its advertisement (see Appendix). To induce control deprivation among all the participants in a marketing context, the advertisement first includes information about how people are losing control of their lives (Brailovskaia & Margraf, 2021; Precht et al., 2021), followed by a promotional message that it is still important to enjoy life with a cup of coffee, and thus encourage the consumers to buy a new mug. A pretest validated the successful manipulation of control deprivation (see Appendix B, supporting document). Participants were then given the same picture of a mug and different product information based on their randomly assigned conditions. In the handcrafted product condition, participants were told how the mug was handmade by Japanese craftsmen in a traditional and manual way, whereas in the regular product condition, participants were introduced to the manufacturing process for the mug in Japan in a modern and automatic way. A pretest ruled them out perceived empowerment and agency as the alternative explanations driving our observed effect (see Appendix D, supporting information).

Next, to manipulate product design, participants in the customized product condition were given extra information about a co-creation offer to create their own mug, including having their customized content carved at the bottom of the mug and choosing their preferred typeface of the content, colors of the pattern, and packaging from various customization options. Meanwhile, participants in the noncustomized product condition were not given this extra customization information. Participants then indicated their evaluation of the mug using the same four attitudinal items as in Studies 1 and 3 ($\alpha = 0.95$).

7.2 | Results

A 2 \times 2 ANOVA was employed to test H3. It disclosed significant main effects of product type ($F_{(1, 397)} = 8.22$, $p = 0.004$) and product design ($F_{(1, 397)} = 72.85$, $p < 0.001$). Importantly, supporting H3, the main effects were qualified by a significant interaction between product type and design ($F_{(1, 397)} = 8.22$, $p = 0.004$, $\eta_p^2 = 0.02$; see Figure 7). When customization was not available, replicating results from our previous studies, control-deprived participants reported less favorable attitudes toward the handcrafted mug ($M = 4.94$, $SD = 2.68$) than a regular one ($M = 6.16$, $SD = 1.96$; $F_{(1, 397)} = 18.01$, $p < 0.001$, $\eta_p^2 = 0.04$). However, supporting H3, the negative handmade effect

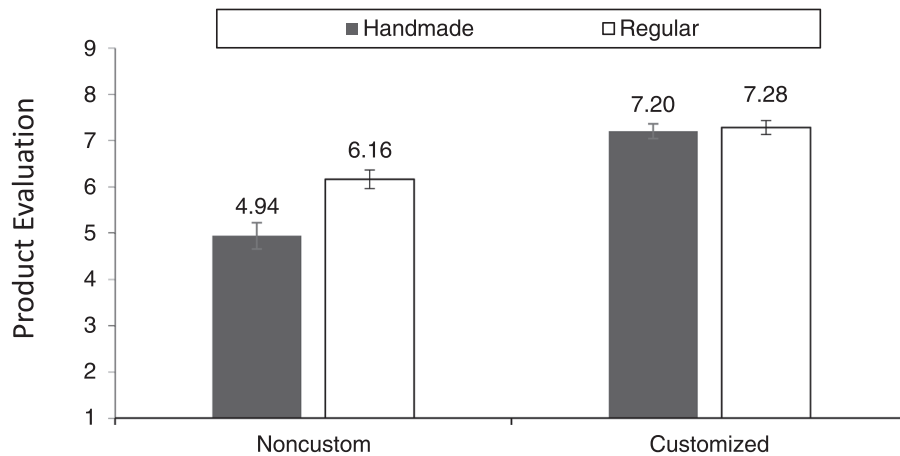


FIGURE 7 Product evaluation as a function of product type and customization (Study 4).

was eliminated when the company offered customization. Specifically, the control-deprived participants exhibited no significant difference in evaluation between the handmade mug ($M = 7.20$, $SD = 1.59$) and the regular one ($M = 7.28$, $SD = 1.57$; $F_{(1, 397)} = 0.089$, $p = 0.766$) when they could customize the mug.

7.3 | Discussion

Study 4 ruled out alternative explanations of empowerment and agency (e.g., Beck et al., 2020) and validated the moderation effect of product customization on the negative handmade effect among control-deprived consumers. We found that the negative handmade effect was dismissed when consumers could involve in product customization. The results further support that motivation to secure psychological ownership over products is pivotal in explaining why control deprivation influences consumers' reactions to handcrafted products. Additional discussion of Study 4 can be found in Appendix E, supporting information.

8 | GENERAL DISCUSSION

Despite the prosperity of the craft economy in recent years, psychological and contextual factors influencing consumers' reactions to handcrafted products have not been studied systematically. For example, are handcrafted products always positively overvalued in today's world? Is makers' love the only aspect under consideration when consumers evaluate a handmade product? The current research speaks to these questions by examining why and how consumers' sense of personal control can moderate their reactions to handcrafted products. Across four experiments, we showed that control deprivation activated strong motivation among consumers to secure psychological product ownership, which led to less favorable attitudes toward and lower bidding prices for handcrafted products, because their psychological ownership over those products was decreased by the remaining essences from the makers. This negative handmade effect under control deprivation can

therefore be dismissed when consumers' sense of product ownership can be heightened by other means, such as when they become involved in customizing the product design.

This research contributes to the literature on craft consumption (e.g., Campbell, 2005; Fuchs et al., 2015; Luckman, 2015) by demonstrating that consumers react differently to handcrafted products, depending on their sense of personal control. Although handcrafted products are attractive to consumers whose sense of personal control is not threatened, consumers show less favorable attitudes toward them when deprived of personal control. To our knowledge, the current research is the first to reveal that highlighting the handcrafted nature of products is not always a winning strategy. For those control-deprived consumers, the salience of the handcrafting process can backfire on the product evaluation, a phenomenon we call the "negative handmade effect."

The pursuit and maintenance of personal control are among the basic human needs, and how the sense of personal control influences consumer behavior has received considerable attention in recent years (e.g., Chae & Zhu, 2014; Chen et al., 2017; Cutright & Samper, 2014; Cutright et al., 2013; Su et al., 2017). Our research findings further extend the understanding of control-restoration mechanism in the marketing context. Adding to earlier work suggesting that threatened personal control can prompt effort exertion (Cutright & Samper, 2014), consumer switching behavior (Su et al., 2017), and preference for utilitarian products (Chen et al., 2017), we showed that control deprivation could also lead to a strong motivation among consumers to secure psychological ownership over the products they purchase. Given the importance of personal control in humans' lives, future research might further explore other consequences of the lack of (or abundance of) personal control in consumption. For example, researchers in the future could study when not facing control deprivation, how general control maintenance intentions will influence consumers' product preferences and purchase decisions.

The theoretical implications of our findings for the research on psychological product ownership are also worth noting. A growing stream of literature on psychological ownership has produced evidence of this important construct in both organizational (e.g., Pierce et al., 2001, 2003; van Dyne & Pierce, 2004) and individual

contexts (e.g., Kirk et al., 2018; Peck & Shu, 2009; Shu & Peck, 2011). However, the antecedents and consequences of this construct in the consumption context have not yet been fully explored. Our work contributes to this stream of research by linking psychological product ownership to both personal control and craft economy to explain the effect of personal control on consumers' reactions to handcrafted products.

We hope our effort can inspire future research to explore the impact of psychological product ownership in more consumption occasions. For instance, we focused on the psychological ownership of the product in the prepurchasing stage, and future research can test if these effects also exist in the post-purchasing stage, after consumers actually buy and own the product. Meanwhile, although we posited and found that consumers' perception of higher psychological ownership of handcrafted (vs. regular) products was not moderated by control deprivation, this effect was marginally significant in the baseline condition in Study 3 and Pilot Study 1 (Appendix A, Supporting Information). Future research could further investigate other factors that influence consumers' psychological product ownership. Last, as regular (vs. handcrafted) products are more instrumental in restoring a sense of control, future research can explore whether the negative handmade effect under control deprivation is a purely instrumental process or also involves emotional reactions and transfers.

Craft consumption is increasingly prevalent in the marketing world. A consumer survey by Ask Your Target Market indicated that nearly 47% of respondents had purchased handcrafted products (Pilon, 2016). The current research provides useful insights into when and why the handcrafted nature of products could backfire and lead to negative reactions among consumers. Recently, given the remaining influence of the COVID-19 pandemic, tension and frictions in international relations, along with rising energy prices and soaring inflation, consumers are prevalently experiencing a heightened external locus of control and a lower sense of personal control (e.g., Brailovskaia & Margraf, 2021). As a result, psychological ownership may become more important for consumers, resulting in a negative handmade effect.

Nevertheless, handcraft sellers could still employ tactics to address this challenge. Given that the negative effect of control deprivation on handcrafted products is driven by a heightened motivation among consumers to secure psychological ownership over the products they purchase, marketers could diminish this effect by increasing their consumers' sense of product ownership. For instance, as indicated in our Study 4, marketers of handmade products can add customization options to their current offerings. Involving customers in such a codesign process can boost consumers' sense of product ownership, so they will not dislike handmade products under control deprivation. Meanwhile, a more direct way to boost psychological ownership is to induce more haptic imagery or physical touch of the products (e.g., Peck & Shu, 2009; Peck et al., 2013).

To recap, although craftsmanship and artisan spirits are honorable and respectful in today's industrialized modern world, marketers of handmade products need to find an effective

balance between perceived love and psychological ownership in consumers' minds.

ACKNOWLEDGMENTS

The authors thank Linying (Sophie) Fan for her invaluable comments and suggestions on the drafts of this paper. The authors thank the Hong Kong Research Grants Council, the British Academy, Asian Centre for Branding and Marketing (ACBM), Lingnan University, and University of Liverpool for financially supporting this research.

CONFLICT OF INTEREST STATEMENT

The authors declare no conflicts of interest.

DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

ORCID

Jiaqi (Flora) Song  <http://orcid.org/0000-0003-3676-8751>

Dongjin He  <http://orcid.org/0000-0001-7877-4311>

Yuwei Jiang  <https://orcid.org/0000-0002-0770-8832>

REFERENCES

- Argo, J. J., Dahl, D. W., & Morales, A. C. (2006). Consumer contamination: How consumers react to products touched by others. *Journal of Marketing*, 70(2), 81–94.
- Argo, J. J., Dahl, D. W., & Morales, A. C. (2008). Positive consumer contagion: Responses to attractive others in a retail context. *Journal of Marketing Research*, 45(6), 690–701.
- Avey, J. B., Avolio, B. J., Crossley, C. D., & Luthans, F. (2009). Psychological ownership: Theoretical extensions, measurement and relation to work outcomes. *Journal of Organizational Behavior*, 30(2), 173–191.
- Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*, 84, 191–215.
- Beck, J. T., Rahinel, R., & Bleier, A. (2020). Company worth keeping: Personal control and preferences for brand leaders. *Journal of Consumer Research*, 46(5), 871–886.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139–168.
- Belk, R. W. (1989). Extended self and extending paradigmatic perspective. *Journal of Consumer Research*, 16(1), 129–132.
- Bensinger, G. (2015). Amazon targets Etsy with 'handmade' marketplace. *The Wall Street Journal*. Retrieved from <https://www.wsj.com/articles/amazon-targets-etsy-with-handmade-marketplace-1432332301>
- Berger, J., & Lyengar, R. (2013). Communication channels and word of mouth: How the medium shapes the message. *Journal of Consumer Research*, 40(3), 567–579.
- Boisvert, J., & Ashill, N. J. (2018). The spillover effect of downward line extensions on US consumers' evaluation of a French luxury parent brand: The role of branding strategies, authenticity, and fit. *Psychology & Marketing*, 35(10), 740–751.
- Brailovskaia, J., & Margraf, J. (2021). The relationship between burden caused by coronavirus (Covid-19), addictive social media use, sense of control and anxiety. *Computers in Human Behavior*, 119, 106720.
- Campbell, C. (2005). The craft consumer: Culture, craft and consumption in a postmodern society. *Journal of Consumer Culture*, 5(1), 23–42.
- Chae, B., & Zhu, R. (2014). Environmental disorder leads to self-regulatory failure. *Journal of Consumer Research*, 40(6), 1203–1218.

- Chen, C. Y., Lee, L., & Yap, A. J. (2017). Control deprivation motivates acquisition of utilitarian products. *Journal of Consumer Research*, 43(6), 1031–1047.
- Chen, Z., & Berger, J. (2013). When, why, and how controversy causes conversation. *Journal of Consumer Research*, 40(3), 580–593.
- Cutright, K. M. (2011). *Out of control: When and why consumers yearn for boundaries* [Unpublished doctoral dissertation]. Duke University.
- Cutright, K. M. (2012). The beauty of boundaries: When and why we seek structure in consumption. *Journal of Consumer Research*, 38(5), 775–790.
- Cutright, K. M., Bettman, J. R., & Fitzsimons, G. J. (2013). Putting brands in their place: How a lack of control keeps brands contained. *Journal of Marketing Research*, 50(3), 365–377.
- Cutright, K. M., & Samper, A. (2014). Doing it the hard way: How low control drives preferences for high-effort products and services. *Journal of Consumer Research*, 41(3), 730–745.
- Davies, G., Whelan, S., Foley, A., & Walsh, M. (2010). Gifts and gifting. *International Journal of Management Reviews*, 12(4), 413–434.
- Duncan, N. G. (1981). Home ownership and social theory. In J. S. Duncan, (Ed.), *Housing and identity: Cross-cultural perspectives* (pp. 98–134). Croom Helm.
- van Dyne, L., & Pierce, J. L. (2004). Psychological ownership and feelings of possession: Three field studies predicting employee attitudes and organizational citizenship behavior. *Journal of Organizational Behavior*, 25(4), 439–459.
- Fiske, S. T., Morling, B., & Stevens, L. E. (1996). Controlling self and others: A theory of anxiety, mental control, and social control. *Personality and Social Psychology Bulletin*, 22(2), 115–123.
- Franke, N., & Schreier, M. (2008). Product uniqueness as a driver of customer utility in mass customization. *Marketing Letters*, 19(2), 93–107.
- Franke, N., Schreier, M., & Kaiser, U. (2010). The “I designed it myself” effect in mass customization. *Management Science*, 56(1), 125–140.
- Fuchs, C., Prandelli, E., & Schreier, M. (2010). The psychological effects of empowerment strategies on consumers' product demand. *Journal of Marketing*, 74(1), 65–79.
- Fuchs, C., Schreier, M., & Van Osselaer, S. M. J. (2015). The handmade effect: What's love got to do with it? *Journal of Marketing*, 79(2), 98–110.
- Furby, L. (1978). Possession in humans: An exploratory study of its meaning and motivation. *Social Behavior and Personality: an international journal*, 6(1), 49–65.
- Furman, P. (2015). Stock of online marketplace Etsy surges 88% in trading debut. Daily News. Retrieved from <http://www.nydailynews.com/news/national/stock-online-marketplace-etsy-surges-trading-debut-article-1.2187630>
- Hayes, A. F. (2013). *Introduction to mediation, moderation and conditional process analysis: A regression-based approach*. The Guilford Press.
- Heckhausen, J., & Schulz, R. (1995). A life-span theory of control. *Psychological Review*, 102(2), 284–304.
- Heider, F. (1958). *The psychology of interpersonal relations*. Wiley.
- Isaacs, S. (1933). *Social development in young children*. Routledge.
- Jussila, I., Tarkiainen, A., Sarstedt, M., & Hair, J. F. (2015). Individual psychological ownership: Concepts, evidence, and implications for research in marketing. *Journal of Marketing Theory and Practice*, 23(2), 121–139.
- Kaiser, U., Schreier, M., & Janiszewski, C. (2017). The self-expressive customization of a product can improve performance. *Journal of Marketing Research*, 54(5), 816–831.
- Kay, A. C., Whitson, J. A., Gaucher, D., & Galinsky, A. D. (2009). Compensatory control: Achieving order through the mind, our institutions, and the heavens. *Current Directions in Psychological Science*, 18(5), 264–268.
- Kelley, H. H. (1971). Attribution in social interaction. General Learning Corporation.
- Kirk, C. P., Peck, J., & Swain, S. D. (2018). Property lines in the mind: Consumers' psychological ownership and their territorial responses. *Journal of Consumer Research*, 45(1), 148–168.
- Kirk, C. P., Swain, S. D., & Gaskin, J. E. (2015). I'm proud of it: Consumer technology appropriation and psychological ownership. *Journal of Marketing Theory and Practice*, 23(2), 166–184.
- Kovacheva, A., & Lambertson, C. (2018). Whose experience is it, anyway? Psychological ownership and enjoyment of shared experiences. In J. Peck & S. B. Shu, (Eds.), *Psychological ownership and consumer behavior* (pp. 195–214). Springer.
- Kramer, T., & Block, L. G. (2014). Like Mike: Ability contagion through touched objects increases confidence and improves performance. *Organizational Behavior and Human Decision Processes*, 124(2), 215–228.
- Landau, M. J., Kay, A. C., & Whitson, J. A. (2015). Compensatory control and the appeal of a structured world. *Psychological Bulletin*, 141(3), 694–722.
- Lee, L. (2015). The emotional shopper: Assessing the effectiveness of retail therapy. *Foundations and Trends® in Marketing*, 8(2), 69–145.
- Luckman, S. (2015). *Craft and the creative economy*. Palgrave Macmillan.
- Lunardo, R., Jaud, D., & Jaspers, E. (2022). Engagement in vice food and beverage consumption: The role of perceived lack of control. *Psychology & Marketing*, 39(12), 2221–2239.
- McCarty, J. A., & Shrum, L. J. (2001). The influence of individualism, collectivism, and locus of control on environmental beliefs and behavior. *Journal of Public Policy & Marketing*, 20(1), 93–104.
- Mele, N. (2015). Why more M&A is a sign that scale is no longer an advantage. Harvard Business Review. Retrieved from <https://hbr.org/2015/10/why-more-mas-is-a-sign-that-scale-is-no-longer-an-advantage>
- Meyers, T. (2018). Handcrafting takes center stage in 'Modern Luxury'. WWD. Retrieved from <http://wwd.com/business-news/retail/handcrafting-takes-center-stage-modern-luxury-11083292/>
- Miller, S. M. (1979). Controllability and human stress: Method, evidence and theory. *Behaviour Research and Therapy*, 17(4), 287–304.
- Morales, A. C., & Fitzsimons, G. J. (2007). Product contagion: Changing consumer evaluations through physical contact with “disgusting” products. *Journal of Marketing Research*, 44(2), 272–283.
- Morewedge, C. K., Monga, A., Palmatier, R. W., Shu, S. B., & Small, D. A. (2021). Evolution of consumption: A psychological ownership framework. *Journal of Marketing*, 85(1), 196–218.
- Ng, S., Faraji-Rad, A., & Batra, R. (2021). Uncertainty evokes consumers' preference for brands incongruent with their global–local citizenship identity. *Journal of Marketing Research*, 58(2), 400–415.
- Peck, J., Barger, V. A., & Webb, A. (2013). In search of a surrogate for touch: The effect of haptic imagery on perceived ownership. *Journal of Consumer Psychology*, 23(2), 189–196.
- Peck, J., & Shu, S. B. (2009). The effect of mere touch on perceived ownership. *Journal of Consumer Research*, 36(3), 434–447.
- Pierce, J. L., Kostova, T., & Dirks, K. T. (2001). Toward a theory of psychological ownership in organizations. *The Academy of Management Review*, 26(2), 298–310.
- Pierce, J. L., Kostova, T., & Dirks, K. T. (2003). The state of psychological ownership: Integrating and extending a century of research. *Review of General Psychology*, 7(1), 84–107.
- Pilon, A. (2016). Handmade shopping survey: Many purchases still made in person. Ask Your Target Market. Retrieved from <https://aytm.com/blog/handmade-shopping-survey/>
- Porteous, J. D. (1976). Home: The territorial core. *Geographical Review*, 66(4), 383–390.
- Precht, L. M., Margraf, J., Stirnberg, J., & Brailovskaia, J. (2021). It's all about control: Sense of control mediates the relationship between physical activity and mental health during the COVID-19 pandemic in Germany. *Current Psychology*, 2021, 1–9.

- Rauschendorfer, N., Prügl, R., & Lude, M. (2022). Love is in the air. Consumers' perception of products from firms signaling their family nature. *Psychology & Marketing*, 39(1), 239–249.
- van Rompay, T. J., Galetzka, M., Pruyn, A. T., & Garcia, J. M. (2008). Human and spatial dimensions of retail density: Revisiting the role of perceived control. *Psychology & Marketing*, 25(4), 319–335.
- Rozin, P., & Nemeroff, C. (1990). The laws of sympathetic magic: A psychological analysis of similarity and contagion. In J. Stigler, G. Herdt & R. Shweder, (Eds.), *Cultural psychology: Essays on comparative human development* (pp. 205–232). Cambridge University Press.
- Rudmin, F. W., & Berry, J. W. (1987). Semantics of ownership: A free-recall study of property. *The Psychological Record*, 37(2), 257–268.
- Schiffman, L. G., & Cohn, D. Y. (2009). Are they playing by the same rules? A consumer gifting classification of marital dyads. *Journal of Business Research*, 62(11), 1054–1062.
- Shrum, L. J., Chaplin, L. N., & Lowrey, T. M. (2022). Materialism and self-identity: A review. *Consumer Psychology Review*, 5(1), 69–86.
- Shrum, L. J., Lowrey, T. M., Pandelaere, M., Ruvio, A. A., Gentina, E., Furchheim, P., Herbert, M., Hudders, L., Lens, I., Mandel, N., Nairn, A., Samper, A., Soscia, I., & Steinfeld, L. (2014). Materialism: The good, the bad, and the ugly. *Journal of Marketing Management*, 30(17–18), 1858–1881.
- Shu, S. B., & Peck, J. (2011). Psychological ownership and affective reaction: Emotional attachment process variables and the endowment effect. *Journal of Consumer Psychology*, 21(4), 439–452.
- Spencer, S. J., Zanna, M. P., & Fong, G. T. (2005). Establishing a causal chain: why experiments are often more effective than mediational analyses in examining psychological processes. *Journal of Personality and Social Psychology*, 89(6), 845–851.
- Su, L., Jiang, Y., Chen, Z., & DeWall, C. N. (2017). Social exclusion and consumer switching behavior: A control restoration mechanism. *Journal of Consumer Research*, 44(1), 99–117.
- White, K., Lin, L., Dahl, D. W., & Ritchie, R. J. B. (2016). When do consumers avoid imperfections? Superficial packaging damage as a contamination cue. *Journal of Marketing Research*, 53(1), 110–123.
- White, R. W. (1959). Motivation reconsidered: the concept of competence. *Psychological Review*, 66(5), 297–333.
- Zhu, M., & Ratner, R. K. (2015). Scarcity polarizes preferences: The impact on choice among multiple items in a product class. *Journal of Marketing Research*, 52(1), 13–26.

SUPPORTING INFORMATION

Additional supporting information can be found online in the Supporting Information section at the end of this article.

How to cite this article: Song, J., He, D., & Jiang, Y. (2023). The negative handmade effect: How and why control deprivation thwarts desire for handmade products. *Psychology & Marketing*, 40, 1431–1445.
<https://doi.org/10.1002/mar.21812>

APPENDIX

PRODUCT ADVERTISEMENTS IN STUDY 1

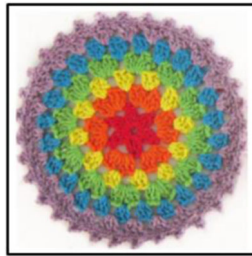


Handcrafted Condition



Regular Condition

PRODUCT USED IN STUDY 2



PRODUCT ADVERTISEMENTS IN STUDY 3



Handcrafted Condition



Regular Condition

PRODUCT ADVERTISEMENTS IN STUDY 4

First Part to Manipulate Control Deprivation

We are losing control of our lives

The past years have been tough for us. Since 2020, the Coronavirus pandemic has created unprecedented uncertainty over the future and a sense of loss of control over various aspects of our lives.

Today, we can't travel freely, can't use energy as we wish, and even can't find our favourite food in the supermarket. We have lost control of our lives.

But still, it's important to enjoy your life with **a cup of coffee.**

Buy a new mug

It can't change the world but can change your day.

Second Part to Manipulate Handcrafting and Customization

Ceramic Coffee Mug

Handcrafted in Kyoto

Handcrafted Haku Mug

Inspired by Mount Haku in Japan, each mug is **hand painted and hand crafted** using the **traditional Japanese** method of firing pottery. The pottery is fired **by our craftsmen** at very high temperatures and then **manually** placed into open-air containers filled with combustible materials. **This manual** method creates truly beautiful colours, textures and patterns on the pottery.

Handcrafted × Baseline



Ceramic Coffee Mug

Manufactured in Kyoto


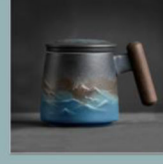
Haku Mug

Inspired by Mount Haku in Japan, each mug is manufactured using **standard and refined technology** to guarantee its premium quality. The pottery is fired in **our factory using professional machines** at very high temperatures and **automatically** placed into open-air containers filled with combustible materials. **This creates** truly beautiful colours, textures and patterns on the pottery.

Regular × Baseline

<p>Ceramic Coffee Mug</p>  <p>Handcrafted in Kyoto</p>	<p>Handcrafted Haku Mug</p> <p>Inspired by Mount Haku in Japan, each mug is hand painted and hand crafted using the traditional Japanese method of firing pottery. The pottery is fired by our craftsmen at very high temperatures and then manually placed into open-air containers filled with combustible materials. This manual method creates truly beautiful colours, textures and patterns on the pottery.</p>
<p>Ceramic Coffee Mug</p>  <p>Handcrafted in Kyoto</p>	<p>Special Co-Creation Offer Create your own mug</p> <p>Now, you may have your name, cheer-up quote or other customised content carved at the bottom of the mug for free!</p> <p>You can also choose your preferred typeface, colours of the mountains, and packaging from our wide range of customisation options for your mug!</p>

Handcrafted × Customized

<p>Ceramic Coffee Mug</p>  <p>Manufactured in Kyoto</p>	<p>Haku Mug</p> <p>Inspired by Mount Haku in Japan, each mug is manufactured using standard and refined technology to guarantee its premium quality. The pottery is fired in our factory using professional machines at very high temperatures and automatically placed into open-air containers filled with combustible materials. This creates truly beautiful colours, textures and patterns on the pottery.</p>
<p>Ceramic Coffee Mug</p>  <p>Manufactured in Kyoto</p>	<p>Special Co-Creation Offer Create your own mug</p> <p>Now, you may have your name, cheer-up quote or other customised content carved at the bottom of the mug for free!</p> <p>You can also choose your preferred typeface, colours of the mountains, and packaging from our wide range of customisation options for your mug!</p>

Regular × Customized