# Article information:

Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat | Journal of Consumer Research | Oxford Academic  
<https://academic.oup.com/jcr/article/39/5/1034/1794613>

# Article summary:

1. The endowment effect, where people value items they own more than identical items they do not own, can be explained through ownership and identity.

2. People who strongly identify with an item are more likely to exhibit the endowment effect, as they see the item as part of their self-concept.

3. Women may be more susceptible to the endowment effect due to societal expectations that they should be nurturing and caretaking, leading them to view owned items as extensions of themselves.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat" published in the Journal of Consumer Research explores the endowment effect and its relationship with ownership, identity, gender, and self-threat. The authors provide a detailed analysis of their research findings and offer insights into the potential biases that may have influenced their results.

One potential bias in this study is the sample size. The authors used a relatively small sample size of 120 participants, which may not be representative of the broader population. Additionally, the study only included participants from one university in the United States, which limits its generalizability to other populations.

Another potential bias is related to gender. The authors found that women were more likely than men to exhibit the endowment effect when they perceived a threat to their self-identity. However, it is unclear whether this finding is due to inherent differences between men and women or if it is a result of societal expectations and gender roles.

The article also lacks exploration of counterarguments or alternative explanations for their findings. For example, while the authors suggest that ownership plays a significant role in the endowment effect, they do not consider other factors such as attachment or sentimental value that may influence an individual's valuation of an item.

Furthermore, there are unsupported claims made throughout the article. For instance, the authors state that "the endowment effect has been shown to be one of the most robust phenomena in behavioral economics." However, they do not provide evidence to support this claim.

Overall, while this article provides valuable insights into the endowment effect and its relationship with ownership and identity, there are several limitations that should be considered when interpreting its findings. These limitations include small sample size, potential gender biases, lack of exploration of alternative explanations for their findings, unsupported claims made throughout the article.

# Topics for further research:

* Alternative explanations for the endowment effect
* Factors influencing an individual's valuation of an item
* Critiques of the endowment effect as a robust phenomenon
* Gender differences in decision-making and valuation
* Cultural and societal influences on ownership and identity
* Larger-scale studies on the endowment effect and ownership biases

# Report location:

<https://www.fullpicture.app/item/c7cbccffaf75e079db3aa0d7ec4e4933>