
Tables

2.1	Measures for the self-identity variable	35
2.2	Different characteristics of the six hypothetical new smartphones for this study	36
2.3	Six experiments planned for this study	37
2.4	Key attributes for functionality, sustainability and aesthetics of a smartphone	38
2.5	Overall results of the six experiments	39
2.6	Influence of self-identity on product design trade-off choices	41
3.1	Basic descriptive statistics and correlation matrix	59
3.2	Results of hypotheses H1–H6b	60
3A.1	Scale items	70
5.1	Changes in customer roles	97
5.2	Number of articles explaining roles of customers in NPD from 2010 to 2015	99
5.3	Key aspects of customer values across time	105
7.1	Examples of previous studies on culture and innovation	160
8.1	The big-five factors, facets and examples of traits	177