

Chapter 8

Value Perception, Digital Ownership, and Scarcity in Consumer–Brand Interactions Within Digital Payment Ecosystems

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ABSTRACT

This chapter explores the complex interaction between value perception, digital ownership, and scarcity in shaping consumer-brand engagement within digital payment ecosystems. With the rise of blockchain technologies, NFTs, and tokenized assets, traditional ideas of ownership are being redefined, prompting consumers to interact with intangible yet symbolically meaningful digital goods. The chapter

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discusses how perceived value is influenced not only by economic utility but also by emotional satisfaction, social recognition, and trust in technology. Digital ownership encourages active participation, social identity formation, and ongoing loyalty, while scarcity whether naturally occurring or deliberately created heightens urgency and exclusivity. Psychological, behavioral, and ethical considerations are explored alongside emerging trends such as AI-driven personalization, metaverse experiences, and regulatory ambiguity, emphasizing the importance of balanced and responsible brand strategies.

INTRODUCTION

The tendency in the increasing digitalization of the financial process and the development of the blockchain technology over the last several years turned the consumer-brand interaction into the silent and imposed one that has yet to be counted on. The chapter that Value Perception, Digital Ownership, and Scarcity in Consumer-Brand Interactions in Digital Payment Ecosystems, has undertaken an-extensive research into the changing nature of the consumer-brand relationship in the context of such a fast-paced digital setting. It does not focus on technological inventions alone, but it attempts to understand how such inventions as cryptocurrencies, non-fungible tokens (NFTs) and tokens assets are changing the way humans perceive values, ownership, and scarcity. These are not only convenient and efficient, but they penetrate the very structure of the relationship that exists between people and brands, the constructions of meaning in virtual economies. It is on this background that the chapter addresses an increasing research gap in the marketing literature that seeks to reshape the traditional concepts of value co-creation and consumer interaction within digital ecosystem payment systems. The marketing theory has traditionally understood value as something that is experienced because of physical transactions and fulfilment of consumption. Ownership was conceptualized as that of physical possession and scarcity was constituted by natural or production-based constraints, which influenced price and the desire among consumers. However, in the digital age, these ideas of classicism are being rewritten. The emergence of blockchain-based payment systems has separated the concept of value with tangible goods and enable consumers to engage with the intangible, decentralized, and programmable assets. A case in point, NFTs have created a new manner of conceiving ownership that is no longer about being in possession of something but about having a distinctive digital ticket or certificate of authenticity. Similarly, scarcity is no longer a physical or geographical constraint; it can be technologically modeled by the brands to produce exclusivity and emotional connection with the consumers. To give a systematic insight into these changes, this chapter presents

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