

## WEB APPENDIX

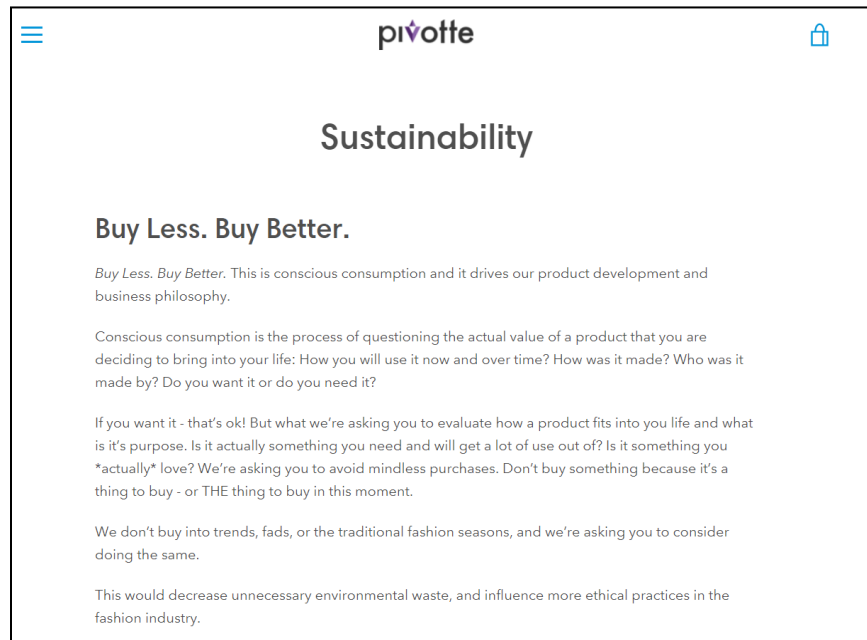
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## WEB APPENDIX W1

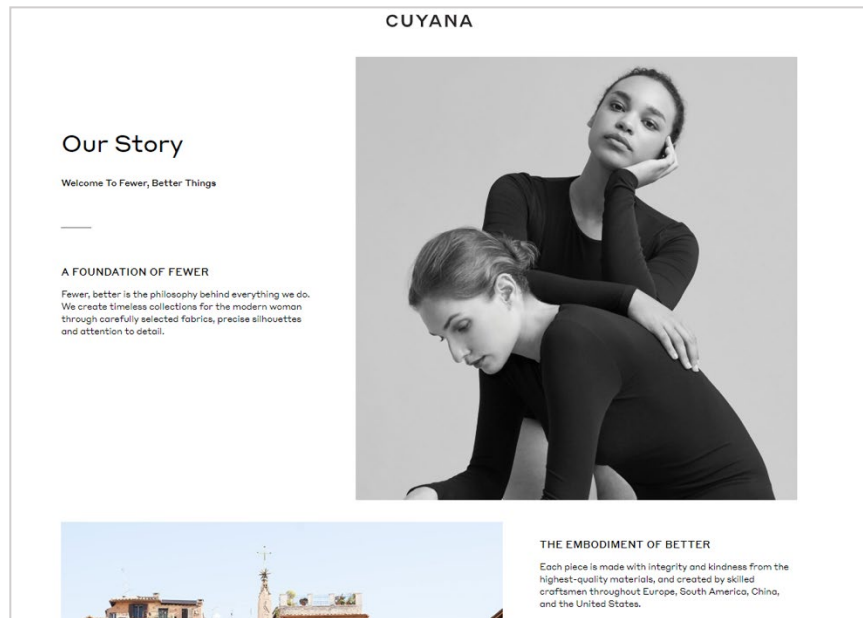
### Examples of Advertisements and Campaigns Emphasizing Durability

#### Pivotte's "Buy Less, Buy Better" message



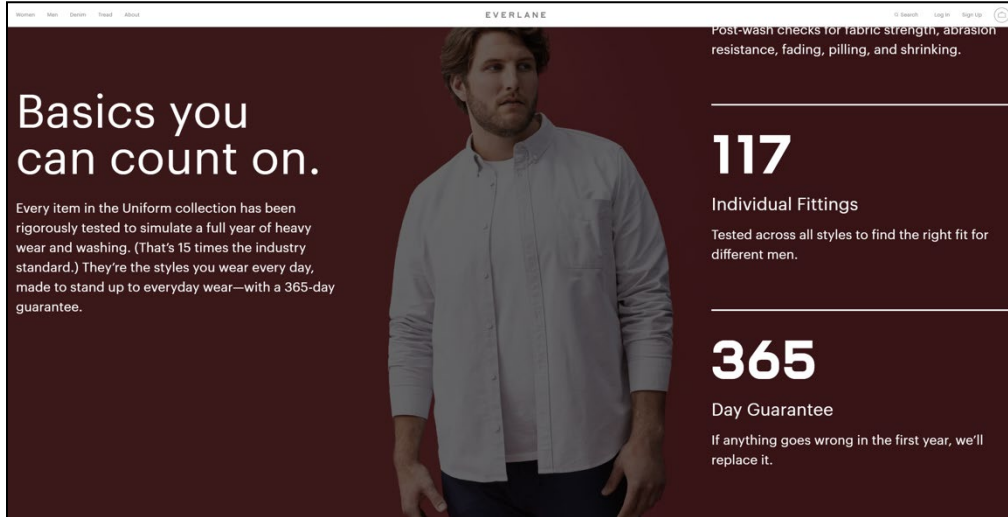
Source: <https://www.pivottestudio.com/pages/sustainability>

#### Cuyana's "Buy Few, Better Things" message



Source: <https://www.cuyana.com/about-us>

## Everlane's 365 Guarantee



Basics you can count on.

Every item in the Uniform collection has been rigorously tested to simulate a full year of heavy wear and washing. (That's 15 times the industry standard.) They're the styles you wear every day, made to stand up to everyday wear—with a 365-day guarantee.

Post-wash checks for fabric strength, abrasion resistance, fading, pilling, and shrinking.

**117**  
Individual Fittings

Tested across all styles to find the right fit for different men.

**365**  
Day Guarantee

If anything goes wrong in the first year, we'll replace it.

Source: <https://www.everlane.com/uniform>

## Farfetch's "Wear-Forever Wardrobe" Campaign



**FARFETCH**

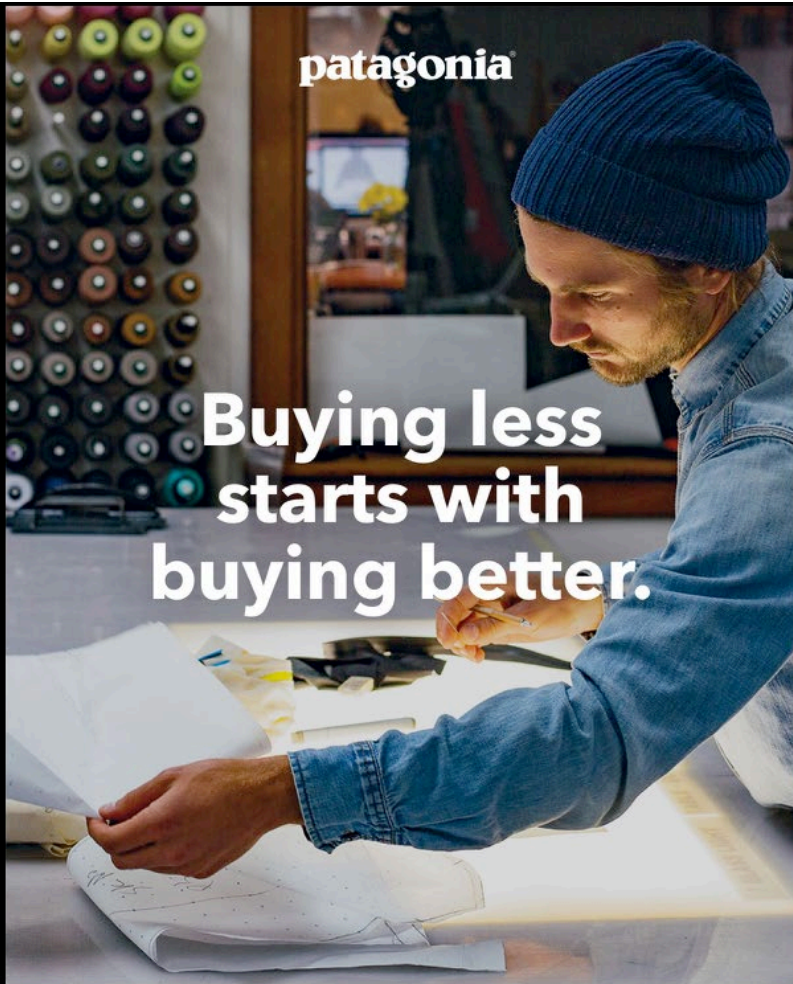
Women Men Kids New In

**These Pieces Won't Date**

Now's the time to consider shaping your wear-forever wardrobe. Take your cues from the designers redefining key pieces with artful simplicity this season.

Source: [https://milled.com/farfetch/buy-now-wear-forever-plus-free-shipping-now-on-Iis3b007\\_-cnyNHS](https://milled.com/farfetch/buy-now-wear-forever-plus-free-shipping-now-on-Iis3b007_-cnyNHS)

## Patagonia's "Buy Less, Demand More" Advertisement



**patagonia**

**Buying less  
starts with  
buying better.**


**Quality is an environmental  
issue.**

**Look for durable, repairable gear that  
will last a long time so you can replace  
it less often.**

Source: Patagonia advertisement on November 30, 2020  
[https://www.patagonia.com/buy-less-demand-more/?utm\\_source=em&utm\\_medium=email&utm\\_campaign=113020\\_cyber\\_monday](https://www.patagonia.com/buy-less-demand-more/?utm_source=em&utm_medium=email&utm_campaign=113020_cyber_monday)



## Patek Philippe's *Generations* Campaign




PATEK PHILIPPE  
GENEVE

Begin your own tradition.

You never actually own  
a Patek Philippe.

You merely look after it for  
the next generation.



Annual Calendar Ref. 5205G  
patek.com

Source: Patek Philippe's *Generations* advertisement in 2017  
<http://www.lebook.com/creative/patek-philippe-generations-advertising-2017>

## WEB APPENDIX W2

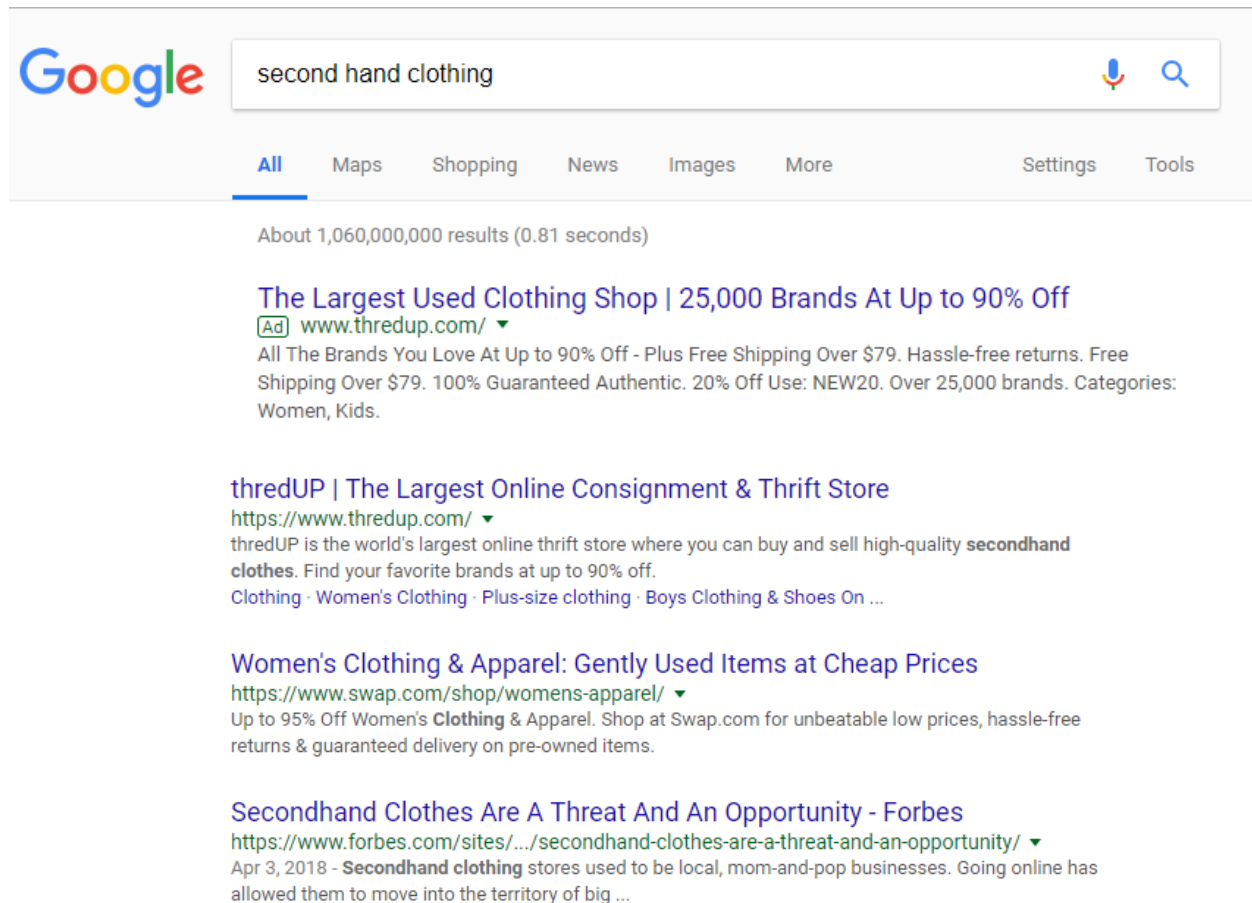
### Study 1: Creating a list of new and secondhand products websites

To construct a dataset comprised of new and secondhand products, we first sought methods to select search terms associated with secondhand and new products as objectively as possible. To identify retailers of secondhand goods, we used four terms that generated the highest number of search results associated with secondhand clothing according to Google search results: “secondhand clothing” (1,870,000,000 results), “used clothes” (1,340,000,000 results), “secondhand online” (951,000,000 results), and “secondhand fashion” (666,000,000 results). To identify retailers of new, unused goods, we used four terms with the highest number of results on Google search: “fashion” (5,790,000,000 results), “clothing” (4,090,000,000 results), “clothes” (3,880,000,000 results), and “online clothes” (747,000,000 results).

For each search term, we reviewed the first 30 links generated from organic search results (i.e., we did not consider promoted ads on Google). Every time a particular online retail store selling new or secondhand products was mentioned in the search, we tallied the name of the website. For example, if the search term “clothing” generated a direct link to Anthropologie, we counted the brand once. If a website generated from the search term “clothing” was an article or a fashion blog post with an aggregated, recommended list of online retail stores, we included all recommended stores mentioned on the webpage in the tally (see “Screenshot of a Google Search Page” for an illustrative example of the search and tally process). After going through all the search results, we created two lists of the most mentioned online retail marketplaces or stores, one for secondhand and another for unused products. We restricted our search to markets and stores that are accessible from the U.S. (i.e., a consumer living in the U.S. will be able to visit the website and purchase the products scraped for in our dataset).

After this search, we selected the top 20 websites for secondhand products and new products. The top nine retailers for secondhand products based on the total tallied count were eBay, Grailed, Poshmark, Swap, The RealReal, thredUP, Tradesy, Vestiaire Collective, and Vinted. The top 11 websites for new clothing items were Anthropologie, Boohoo, Charlotte Ruse, Macys, MissGuided, NastyGal, Nordstrom, Target, Walmart, Zappos, and Zaful. The pre-registration detailing the methods and the analysis plan can be viewed at <https://aspredicted.org/blind.php?x=uj7k8h>.

### Screenshot of a Google Search Page



### Searches related to second hand clothing

[online thrift store clothes](#)      [second hand clothing stores near me](#)  
[online consignment clothing](#)      [second hand clothing meaning](#)  
[second hand clothing near me](#)      [poshmark](#)  
[thredup](#)      [second hand clothing industry](#)



The screenshot of a Google search page illustrates how we created the list of secondhand and new product retail stores for the pilot study. In this search page, ThredUP and Swap will be tallied once, along with any other websites mentioned in the Forbes article.

## WEB APPENDIX W3

### Study 1: Frequency of Total Items Collected

Type of Product	Gender	Product Category		Total
		Bags	Shoes	
New	Male	0	600	600
	Female	1,014	1,043	2,057
Secondhand	Male	0	700	700
	Female	645	692	1,337
<b>Total</b>		<b>1,659</b>	<b>3,035</b>	<b>4,694</b>



## WEB APPENDIX W4

## Study 1: Analysis of Data on Shoes and Bags

We report the results of Study 1 when the dataset is analyzed separately by product category (i.e., shoes and bags).

*Results—Shoes.* We collected data for 3,035 secondhand and new shoes from 585 brands. Because some shoes did not have information about the brand, we had 2,000 new and secondhand shoe ratings from 224 brands. We examined the average brand status scores and, as expected, the respondents perceived the average status of the brands listed on secondhand retailers as higher-end than those listed on new product retailers ( $M_{2ndhand} = 2.36$  vs.  $M_{new} = 2.02$ ;  $t(1,998) = 20.45, p < .001, d = .92$ ). The difference was also significant without Target and Walmart ( $M_{2ndhand} = 2.36$  vs.  $M_{new} = 2.05$ ;  $t(1,756) = 17.03, p < .001, d = .82$ ). As an additional test, we confirmed that respondents perceived the brands listed on the secondhand websites as higher-end than the midpoint (2) of the high/low scale ( $M_{2ndhand} = 2.36$ ;  $t(953) = 26.56, p < .001, d = .86$ ). Moreover, we evaluated the average status scores by percentiles of price (Web Appendix W5) and observed that the average status of secondhand branded products was higher than the average status of new products across different percentiles of price.

The average price for new shoes was \$82.92 ( $SD = \$119.15$ ), and for secondhand shoes was \$173.99 ( $SD = \$223.48$ ). Because the price distribution was skewed to the right, we logged the price to deal with outliers: the average logged price for new products was 1.71 ( $SD = .39$ ) and for secondhand products was 1.94 ( $SD = .53$ ). As expected, the shoes collected from secondhand retailers were listed at higher prices than those from new product retailers ( $M_{2ndhand} = 1.94$  vs.  $M_{new} = 1.71, t(3,033) = 13.60, p < .001, d = .50$ ). The difference was also significant without Target and Walmart ( $M_{2ndhand} = 1.94$  vs.  $M_{new} = 1.80$ ;  $t(2,633) = 7.90, p < .001, d = .31$ ).

*Alternative Explanations—Shoes.* The new and secondhand shoes were rated similarly in terms of uniqueness ( $M_{\text{new}} = 4.75$  vs.  $M_{\text{2ndhand}} = 4.75$ ,  $t(318) = .00$ , n.s.) and respondents liked the new shoes more than the secondhand shoes ( $M_{\text{new}} = 4.46$  vs.  $M_{\text{2ndhand}} = 4.09$ ,  $t(318) = 2.28$ ,  $p = .023$ ,  $d = .26$ ), which was opposite of what the results would have been had the alternative account been at play. Importantly, controlling for these factors by conducting an ANOVA with average brand status scores as the dependent variable, product type as the main factor, and uniqueness and liking ratings as two covariates revealed that product type (new vs. secondhand) was the only significant factor ( $F(1, 212) = 46.27$ ,  $p < .001$ ,  $\eta^2 = .18$ ), whereas the two covariates had no significant effect (uniqueness:  $F(1, 212) = .38$ , n.s.; liking:  $F(1, 212) = 3.35$ , n.s.). An identical ANOVA with log price as the dependent variable also revealed that product type was the only significant factor ( $F(1, 316) = 13.03$ ,  $p < .001$ ,  $\eta^2 = .04$ ), whereas the two covariates were not significant (uniqueness:  $F(1, 316) = .91$ , n.s.; liking:  $F(1, 316) = .62$ , n.s.).

*Results—Bags.* We collected information on 1,659 secondhand and new women's bags from 316 brands. Again, because some bags did not have information about the brand, we had 990 bags with brand status ratings from 117 brands. Similar to the analysis of shoes, to test the prevalence of high-end branded products on secondhand markets, we examined the brand status scores. As expected, respondents perceived the average status of the brands on secondhand websites as higher than those on the new product websites ( $M_{\text{2ndhand}} = 2.70$  vs.  $M_{\text{new}} = 2.12$ ;  $t(988) = 22.89$ ,  $p < .001$ ,  $d = 1.46$ ). The difference was also significant without Target and Walmart ( $M_{\text{2ndhand}} = 2.70$  vs.  $M_{\text{new}} = 2.17$ ;  $t(900) = 19.75$ ,  $p < .001$ ,  $d = 1.32$ ). Again as expected, respondents perceived the average status of the brands on secondhand websites as higher than the midpoint (2) of the scale ( $M_{\text{2ndhand}} = 2.70$ ;  $t(475) = 42.77$ ,  $p < .001$ ,  $d = 1.96$ ). In addition, we examined average status scores by percentiles of the price (Web Appendix W5) and confirmed

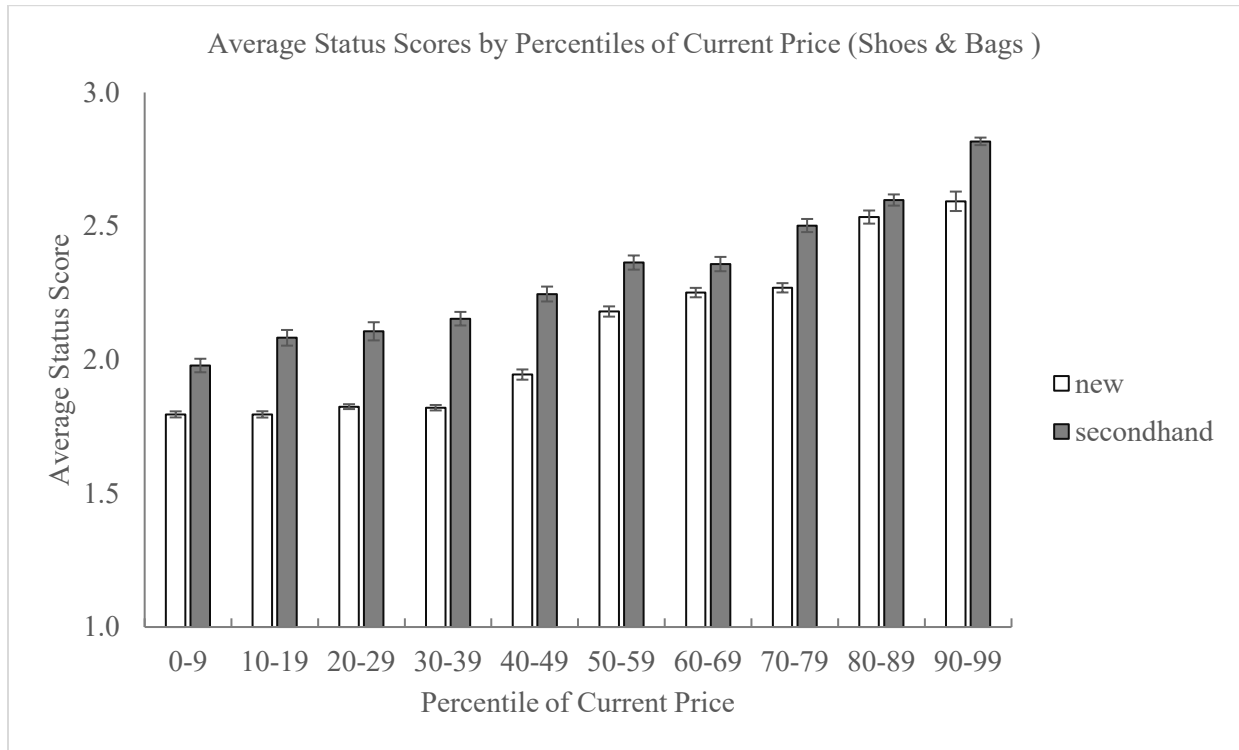
that secondhand branded products had higher average status than new products across different percentiles of price.

The average price of bags was \$108.41 ( $SD = \$266.74$ ) for new products and \$405.46 ( $SD = \$816.82$ ) for secondhand products. Again to deal with outliers, we logged the price. The average logged price for new products was 1.63 ( $SD = .50$ ) and for secondhand products was 2.16 ( $SD = .67$ ). The logged prices from secondhand online markets were higher than those from new goods markets ( $M_{2ndhand} = 2.16$  vs.  $M_{new} = 1.63$ ,  $t(1,657) = 18.39$ ,  $p < .001$ ,  $d = .93$ ). The difference was also significant without Target and Walmart ( $M_{2ndhand} = 2.16$  vs.  $M_{new} = 1.69$ ;  $t(1,457) = 14.91$ ,  $p < .001$ ,  $d = .79$ ).

*Alternative Explanations—Bags.* Importantly, our results were robust even after controlling for uniqueness and liking of the products. The new and secondhand bags were rated similarly in terms of uniqueness ( $M_{new} = 4.75$  vs.  $M_{2ndhand} = 4.75$ ,  $t(178) = .00$ , n.s.) and liking ( $M_{new} = 4.22$  vs.  $M_{2ndhand} = 4.01$ ,  $t(178) = .98$ , n.s.). Moreover, an ANOVA with brand status as the dependent variable, product type as the main factor, and uniqueness and liking ratings as two covariates revealed that product type was the only significant factor ( $F(1, 103) = 61.26$ ,  $p < .001$ ,  $\eta^2 = .37$ ) whereas the two covariates had no significant effect (uniqueness:  $F(1, 103) = 1.22$ , n.s.; liking:  $F(1, 103) = 1.37$ , n.s.). An identical ANOVA with log price as the dependent variable revealed that product type was the only significant factor ( $F(1, 176) = 32.71$ ,  $p < .001$ ,  $\eta^2 = .16$ ), whereas the two covariates had no significant effect on the log price (uniqueness:  $F(1, 176) = .02$ , n.s.; liking:  $F(1, 176) = 1.28$ , n.s.). These results help ruling out potential alternative accounts that the significantly higher status scores and log prices of secondhand products could have been due to the uniqueness and liking of the products.

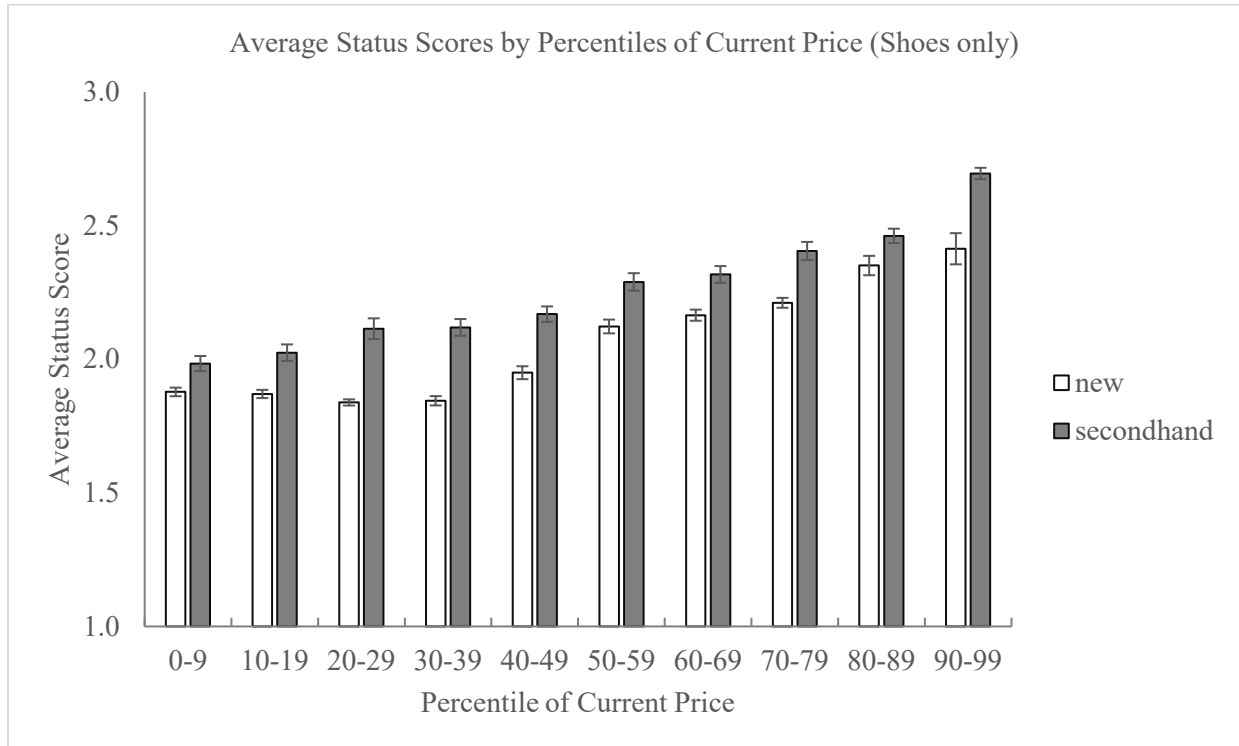
## WEB APPENDIX W5

## Study 1: Average Status Scores by Percentiles of Current Price (Shoes &amp; Bags)

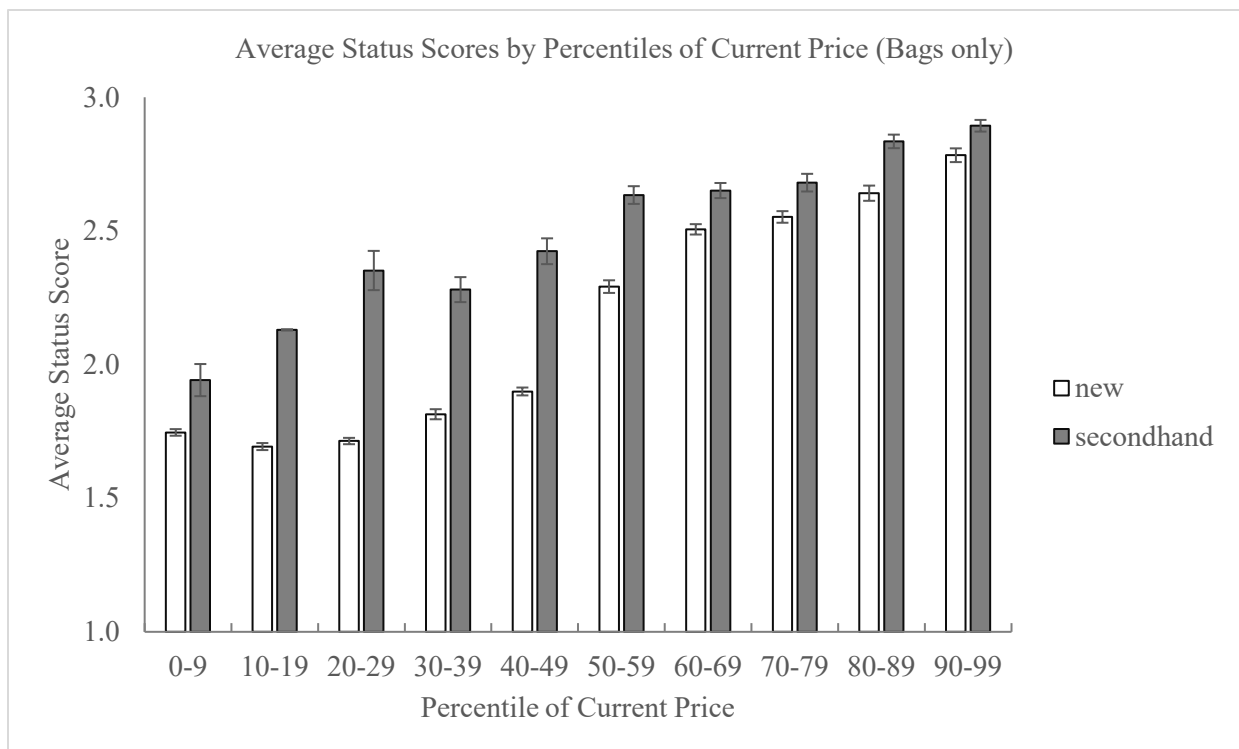


The average brand status score is on the y-axis, and the percentile of the current price is on the x-axis. Consistent with our hypothesis, most secondhand products have an average status score above 2, the midpoint. In fact, all items in the 10th percentile or above have an average score higher than 2. On the other hand, only items in the 50<sup>th</sup> percentile or above have an average score higher than 2 for new products. Errors bars denote standard errors.

### Study 1: Average Status Scores by Percentiles of Current Price (Shoes only)



### Study 1: Average Status Scores by Percentiles of Current Price (Bags only)



## WEB APPENDIX W6

### Study 1: Robustness Analyses

#### Comparison with Top Two Retailers

As an additional test on price, we compared the prices of secondhand shoes and bags ( $M_{2ndhand} = 2.01$ ) to the prices of goods from the two highest-end retailers in the list, Nordstrom and Anthropologie. The logged prices of new products were significantly higher than the secondhand items ( $M_{NordAnthro} = 2.17$  vs.  $M_{2ndhand} = 2.01$ ;  $t(2,536) = 5.82$ ,  $p < .001$ ,  $d = .29$ ). However, importantly, a similar analysis on average status scores revealed that the scores of the secondhand products were significantly higher than those of Nordstrom and Anthropologie ( $M_{2ndhand} = 2.47$  vs.  $M_{NordAnthro} = 2.35$ ;  $t(1,719) = 4.80$ ,  $p < .001$ ,  $d = .31$ ). In the subsequent sections, we report the identical analyses of the two product categories, shoes and bags, separately.

*Results—Shoes.* We compared the prices of secondhand shoes ( $M_{2ndhand} = 1.94$ ) to the prices of shoes from the two highest-end retailers in the list, Nordstrom and Anthropologie, and found that the logged prices were in the same range as the secondhand items ( $M_{NordAnthro} = 2.13$ ;  $t(1,690) = 6.06$ ,  $p < .001$ ,  $d = .39$ ). However, importantly, a similar analysis on average status scores revealed that the scores of the secondhand shoes were significantly higher than those of Nordstrom and Anthropologie ( $M_{2ndhand} = 2.36$  vs.  $M_{NordAnthro} = 2.27$ ;  $t(1,147) = 2.95$ ,  $p = .003$ ,  $d = .23$ ).

*Results—Bags.* We also compared the prices of secondhand items ( $M_{2ndhand} = 2.16$ ) with the prices of new products from Anthropologie and Nordstrom, the two highest-end retailers in the list, and found that the two did not differ significantly from each other ( $M_{NordandAnthro} = 2.23$ ;  $t(844) = 1.37$ , n.s.). A similar analysis on status scores revealed that the status scores of the



secondhand items were, in fact, significantly higher than those of Nordstrom and Anthropologie ( $M_{2ndhand} = 2.70$  vs.  $M_{new} = 2.50$ ;  $t(570) = 4.96$ ,  $p < .001$ ,  $d = .56$ ).

### Analysis of Original Prices

For secondhand products, the original price refers to the price of the item when it was initially purchased in an unused, new condition. For new products, original price refers to the price that was listed when an item was put on sale for the first time, before any sales, discount, or promotional offers. We collected data on the original price if such information was available. The comparison of original prices of the secondhand and new products yield results consistent with our expectations.

That is, the original logged price of secondhand items tended to be significantly higher than the original price of the new products ( $M_{2ndhand} = 2.33$  vs.  $M_{new} = 1.72$ ,  $t(2,015) = 34.53$ ,  $p < .001$ ,  $d = 1.60$ ). The difference was also significant without Target and Walmart ( $M_{2ndhand} = 2.33$  vs.  $M_{new} = 1.75$ ;  $t(1,825) = 31.44$ ,  $p < .001$ ,  $d = 1.50$ ). Again, we found identical results when the product categories were analyzed separately. The original logged price of secondhand products was significantly higher than that of the new products for both shoes ( $M_{2ndhand} = 2.28$  vs.  $M_{new} = 1.78$ ,  $t(1,219) = 25.05$ ,  $p < .001$ ,  $d = 1.48$ ) and bags ( $M_{2ndhand} = 2.40$  vs.  $M_{new} = 1.64$ ,  $t(794) = 24.43$ ,  $p < .001$ ,  $d = 1.83$ ). The differences were also significant without Target and Walmart for both shoes ( $M_{2ndhand} = 2.28$  vs.  $M_{new} = 1.80$ ;  $t(1,127) = 23.34$ ,  $p < .001$ ,  $d = 1.41$ ) and bags ( $M_{2ndhand} = 2.40$  vs.  $M_{new} = 1.67$ ;  $t(696) = 21.64$ ,  $p < .001$ ,  $d = 1.69$ ).

## WEB APPENDIX W7

## Study 3: Replication

We conducted a replication of Study 3 on a different sample and measured product durability neglect via text analysis.

*Method.* We recruited 248 respondents from the behavioral lab of a U.S. university (33% female,  $M_{age} = 19.5$ ). All respondents were asked to make two purchase decisions about shoes and winter coats (order counterbalanced). Thus, we tested the two products within-subjects (instead of between-subjects as in Study 3).

We used identical question and choice options that we used in Study 3 regarding shoes and winter coats. Similarly, we then asked all respondents to list at least one and up to five thoughts on how they arrived at their decision. To assess the prevalence of durability-related content, we measured product durability neglect using an identical corpus of words used in Study 3 and counted the number of times such key terms appeared in the comments.

*Results.* As in Study 3, we collapse the two product categories in our analyses (we obtain the same significant effects when the data is analyzed separately for shoes and winter coats). We found that across both shoes and winter coats, significantly more respondents preferred to buy multiple, mid-range products (69.76%) over one high-end product (30.24%) ( $\chi^2(1) = 77.45, p < .001, h = .81$ ). There were a total of 668 thoughts generated by all respondents, with an average of 2.69 thoughts generated per person. A two-sample t-test revealed that there were no significant differences between the average number of thoughts generated between those who chose the high-end option and those who chose the mid-range option ( $M_{High} = 2.57$  vs.  $M_{Mid} = 2.75, t(246) = 1.05, n.s.$ ).

The vast majority of respondents, regardless of their product choice, did not mention any durability-related content in their thoughts, with only 7.49% of all comments containing such content. At the same time, the magnitude of neglect was higher for those who preferred to buy multiple mid-range goods over one high-end product. Specifically, a two-proportion z-test revealed that the respondents who indicated that they preferred to buy multiple mid-range products demonstrated product durability neglect, with only 2.13% of all comments related to durability. On the other hand, this percentage was significantly higher among respondents who indicated that they preferred one high-end product ( $\%_{\text{High}} = 20.20$ ,  $\chi^2(1) = 63.14$ ,  $p < .001$ ,  $h = .64$ ).

*Discussion.* The findings replicate Study 3 and demonstrate that when presented with two options, the majority of respondents preferred to spend the same amount of money on multiple ordinary goods in place of one high-end good as they did not consider the durability of the high-end product. Consistent with our account, product durability neglect was stronger for those who chose multiple mid-range products than for those who chose one high-end product.

## WEB APPENDIX W8

### Study 3: Follow-up Study




In Study 3, we show that consumers exhibit product durability neglect. It could be that consumers are neglecting to consider durability, or that they simply do not believe high-end products are more durable and thus will be less likely to choose these products. In fact, despite the findings from Studies 1 and 2, consumers may believe that high-end products are more expensive based on brand status value alone, and not based on durability and lifespan considerations.

To confirm that consumers share the lay belief that high-end products are more durable and have longer lifespans, we recruited 200 respondents (57% female,  $M_{\text{age}} = 19.5$ ) from a behavioral lab of a U.S. university. We randomly assigned to all respondents to one of two (price: \$400 vs. \$100) between-subject conditions. The respondents were asked, “How long would a pair of shoes that cost \$400 [\$100] last?” (1 = “less than a year,” 2 = “1–2 years,” 3 = “2–3 years,” 4 = “3–4 years,” 5 = “4–5 years,” 6 = “5–6 years,” 7 = “6–7 years,” 8 = “more than 7 years”).

Consistent with our prediction, those in the high-end condition believed the \$400 pair of shoes would last significantly longer ( $M = 4.84$ ) compared to those in the mid-range condition who thought the \$100 pair of shoes would last for a shorter time horizon ( $M = 3.05$ ;  $t(198) = 7.48$ ,  $p < .001$ ,  $d = 1.06$ ). These findings are also consistent with popular proverbs and aphorisms, such as “buy cheap, buy twice” or “buy the best and cry once,” reflecting the lay belief that it is worth spending more on fewer, longer-lasting items than on multiple, short-lived products.

## WEB APPENDIX W9

## Study 5a: Attributes and Levels

Attributes	Level 1	Level 2	Level 3
Price	\$1,000	\$1,250	\$1,500
Style			
Color	Black	Navy	Gray
Durability of Textile	The textile used to make this coat will last about 5 years	The textile used to make this coat will last about 10 years	The textile used to make this coat will last about 15 years
Sustainability	Made with down feather meeting strict Down Integrity System and Traceability (DIST) requirements for animal welfare	Manufactured at Fair Trade Certified™ facilities with fair wage and labor practices	Certified to meet bluesign® criteria for advanced waste-reduction technologies to minimize carbon footprint after disposal

## WEB APPENDIX W10

Studies 5a: Calculating Degree of Confidence in Significant Differences Between  
Attribute Levels

We follow the approach outlined by Orme and Chrzan (2017) to compute the degree of confidence that an attribute level is preferred to another attribute level. To calculate the degree of confidence, we used the 10,000 draws of alpha estimates of part-worth utilities and directly compared the estimates for different attribute levels. Specifically, we counted the number of times, out of 10,000 draws, that the alpha estimate of a particular attribute level (e.g., low-level of durability with the textile lasting about 5 years) was higher than that of another attribute level (e.g., mid-level of durability with the textile lasting about 10 years). Then, we divided the total frequency count by 10,000 to arrive at the degree of confidence (%).

For instance, focusing on durability, there were significant differences among the part-worth utilities of each level from low-level ( $M_{\text{utility}} = -1.74$ ), to mid-level ( $M_{\text{utility}} = .55$ ) to high-level ( $M_{\text{utility}} = 1.19$ ) of durability. The mid- and high-levels of durability were preferred to low-level of durability with 100% confidence (i.e., 10,000 times out of all 10,000 alpha draws). The high level of durability was preferred to the mid-level with 99.84% confidence. Thus, we determined that respondents significantly preferred higher levels of durability compared to lower levels.

## WEB APPENDIX W11

### Study 5a: Dollar-equivalent Estimates of Part-worth Utility Increases Across Levels of Durability

To estimate and assign dollar values to increases in levels of durability, we took the approach recommended by Orme (2001). We first took the linear difference between the lowest and the highest price levels (e.g., \$1,000 and \$1,500) and divided it by the differences between the two part-worth utilities of each price level to arrive at the dollar increase (\$) per one unit of part-worth utility for each individual in our dataset.

Then, we multiplied the value to the difference between part-worth utilities for low- and mid-levels of durability, and the difference between mid- and high-levels of durability for the same individual. Thus, we were left with two dollar values that indicated the increase in part-worth utility in dollar amount going from (1) low- to mid-level of durability and (2) mid- to high-level of durability for each respondent.

To illustrate the calculation method with an example, imagine a respondent in our study had a part-worth utility of 33.61 for the price level of \$1,000 and  $-91.65$  for the price level of



\$1,500. Based on our calculation, a one unit increase in the part-worth utility for this respondent equates to an increase of \$3.99. (i.e.,  $\frac{1500-1000}{33.61-(-91.65)} = 3.99$ ). This respondent had a part-worth utility of  $-34.12$  for the low-level of durability,  $-47.95$  for the mid-level, and  $82.07$  for the high-level. Thus, the difference between part-worth utilities for low- and mid-levels of durability was  $-13.83$  and the difference between mid- and high-levels was  $130.02$  for the respondent. We multiplied these two values by \$3.99—the dollar amount increase per a unit increase in part-worth utility calculated in the previous paragraph—to arrive at the increase in part-worth utility in dollar amount going from (1) low- to mid-level of durability (i.e.,  $-55.21$ ) and (2) mid- to high-level of durability (i.e.,  $519.01$ ) for this particular respondent.

We took the median value for each of the two conversions to report our results in aggregate. An increase from a low-level of durability, with the textile lasting about five years, to a mid-level of durability, with the textile lasting about 10 years, equates to an increase of \$296.35 in the value of a product. Similarly, an increase from mid-level to high-level, with the textile lasting about 15 years, equates to an increase of \$76.97 in the value of a product.

We report median values, not average values, as a more conservative approach as some respondents have very low price sensitivities, which would lead to very large estimates and inflate our estimates. The average values are directionally identical to the median values. In fact, given that using average values is a less conservative test, estimates calculated using average values demonstrate more significant support for our claim with an increase from low- to mid-level of durability equating to an increase in monetary utility of \$413.19 and an increase from mid- to high-level equating to an increase in monetary utility of \$119.48.

Note that we used zero-scaled part-worth utility values to calculate these dollar-equivalent estimates. Using raw part-worth utility values lead to directionally identical

conclusions, with an increase from low- to mid-level of durability equating to an increase in monetary utility of \$316.50 and an increase from mid- to high-level equating to an increase in monetary utility of \$93.30, when using median values. Similarly, an increase from low- to mid-level of durability equates to an increase in monetary utility of \$406.12 and an increase from mid- to high-level equating to an increase in monetary utility of \$115.31, when using average values.

Also, it is important to note that these dollar-equivalent estimates across different levels of durability are for ease of interpretation only. We did not use a market simulation approach, and these values should not be interpreted as the estimated market value of the willingness-to-pay (Orme 2001).

## WEB APPENDIX W12

### Replication of Study 5b

The main objective of this study is to replicate the key result of Study 5b, that consumers find durability to be an appealing product trait when it is framed as a dimension of sustainability.

*Method.* We recruited 150 (100% female,  $M_{\text{age}} = 36.4$ ) respondents with an average household income of more than \$100,000 on Prolific Academic for a paid online survey. Consistent with the C.B.C. survey employed in Study 5b, there were a total of four attributes (i.e., price, style, color, and sustainability) with three levels within each attribute. The attributes and the levels were identical to Study 5b except for the sustainability attribute, which was explicitly labeled as “sustainability” unlike in Study 5b, in which the identical attribute was labeled as “textile.”

*Results.* Similar to Study 5b, we used Sawtooth’s HB-Reg Module, to estimate the models. Confirming the relevance of durability, we found that the part-worth utilities of the

durability message ( $M_{\text{utility}} = .17$ ) and sourcing of materials ( $M_{\text{utility}} = .17$ ) were higher than that of the manufacturing process ( $M_{\text{utility}} = -.34$ )<sup>1</sup>. The respondents preferred the durability level of sustainability to the manufacturing level, with 97.77% confidence, and to the sourcing level, with 50.79 % confidence. Thus, there was a significant difference between the part-worth utilities from the durability and the manufacturing levels, but not between the durability and the sourcing levels.

We also examined the relative importance weights across all attributes; the weights indicated that style was the most important attribute (35.43%;  $CI_{95\%} = 31.81$  to  $39.05$ ), followed by price (23.59%;  $CI_{95\%} = 20.86$  to  $26.33$ ), sustainability (23.33%;  $CI_{95\%} = 20.05$  to  $26.62$ ), color (17.65 %;  $CI_{95\%} = 15.16$  to  $20.14$ ). These results show that style was a significantly more important attribute compared to the other three attributes. Replicating the results from Study 5b, we found that the information about the sustainability of the product was as important as the product's price and color, suggesting that when durability was framed as a dimension of sustainability, sustainability emerged as an important and valued attribute for consumers.

*Discussion.* In this study, we explicitly linked durability and sustainability by directly labeling the sustainability attribute as “sustainability” in order to provide face validity to the key finding of Study 5b that durability is an essential and valued dimension of sustainability. In particular, when durability was compared with the other two dimensions of sustainability (i.e., sourcing and manufacturing), it was strictly preferred to fair manufacturing processes and comparable to eco-friendly sourcing of raw materials. Therefore, marketers may position durability as an attractive sustainability dimension that consumers appreciate.

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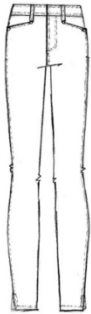

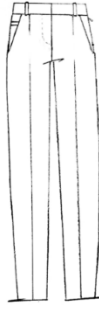



<sup>1</sup> A negative value reflects that the manufacturing process is valued less importantly relative to the two other dimensions, not that respondents value it negatively.

## WEB APPENDIX W13

## A Conjoint Study in Collaboration with Pivotte (Study 5b)

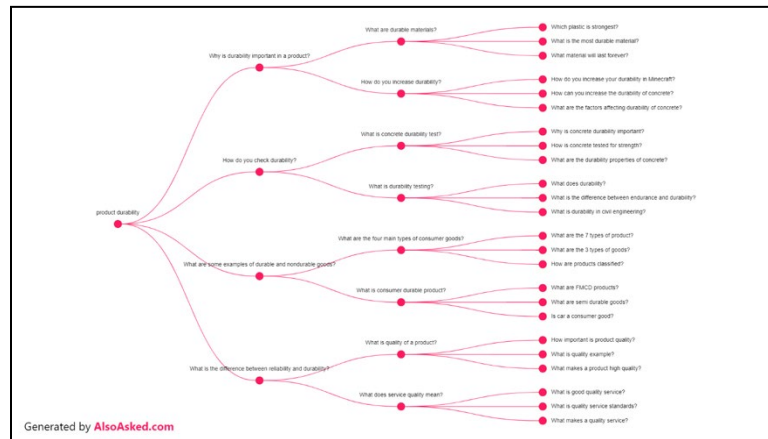
## A screenshot of a CBC evaluation

If you had to choose one, which option would you select out of the three represented below?  
(1 of 12)

	Bravi Pants	24/7 Pants	Venture Pants
<b>Style</b>			
<b>Price</b>	\$300	\$200	\$250
<b>Textile</b>	Made with durable, 4-way stretch, stain-resistant fabric that will last for years	Made in NYC by top manufacturers with impeccable labor practices	Made with eco-friendly fabric with advanced waste-reduction technologies
<b>Color</b>	Gray 	Black 	Navy 
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

## WEB APPENDIX W14

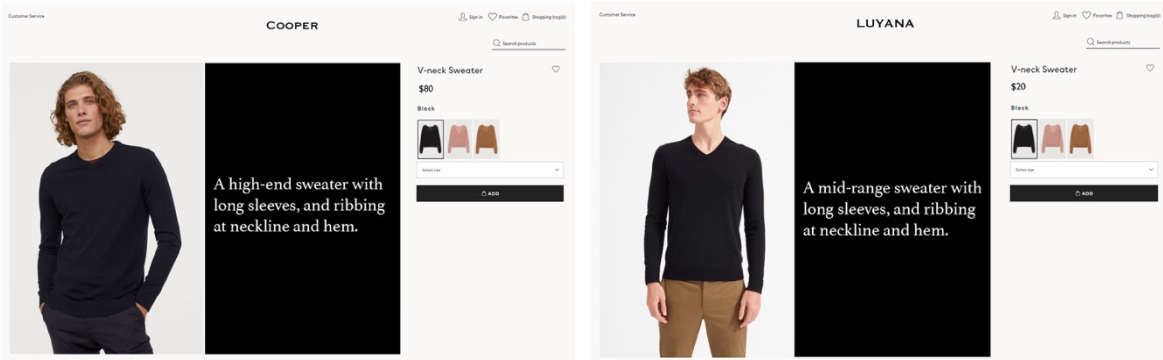
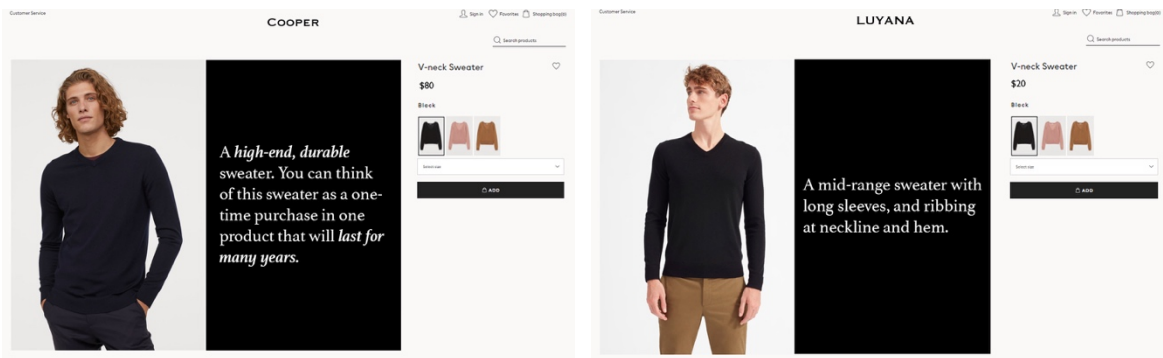
## Queries Related to Product Durability Generated on AlsoAsked.com



Source: <https://alsoasked.com/?search=product%20durability&language=en&region=us>

## WEB APPENDIX W15

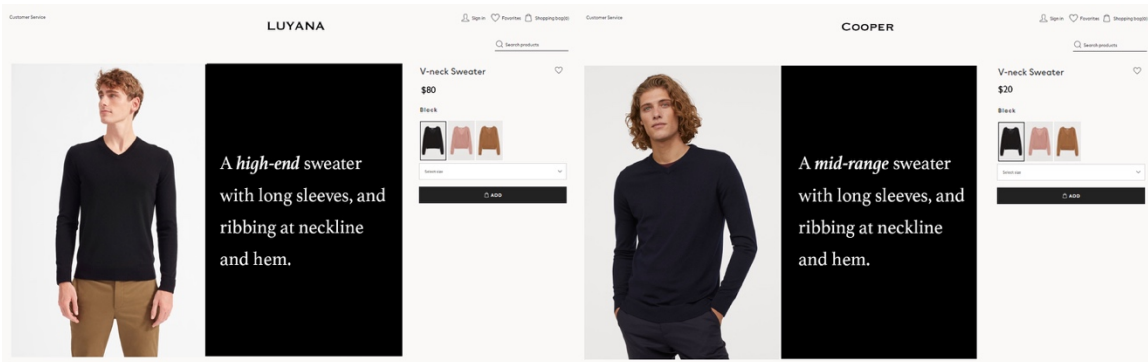
## Study 4: All Stimuli Used

**Male, Version A****Control Condition: High-end Option vs. Mid-range Option****Durability Condition: High-end Option vs. Mid-range Option**

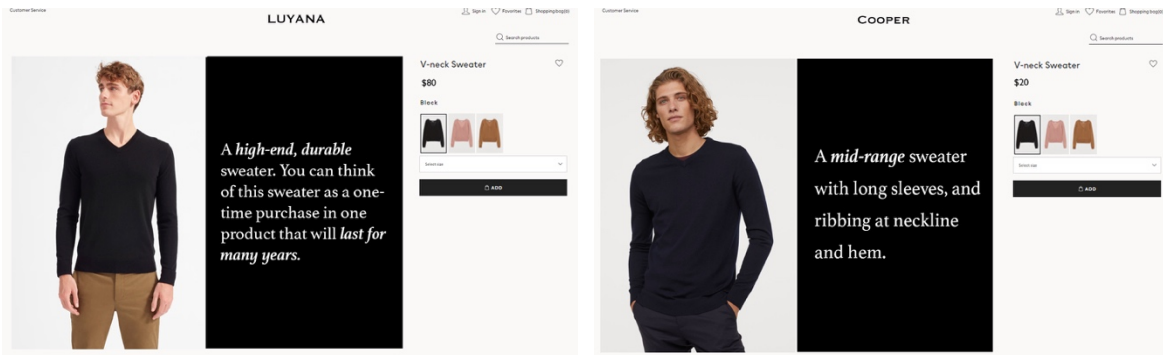


## Male, Version B

### Control Condition: High-end Option vs. Mid-range Option



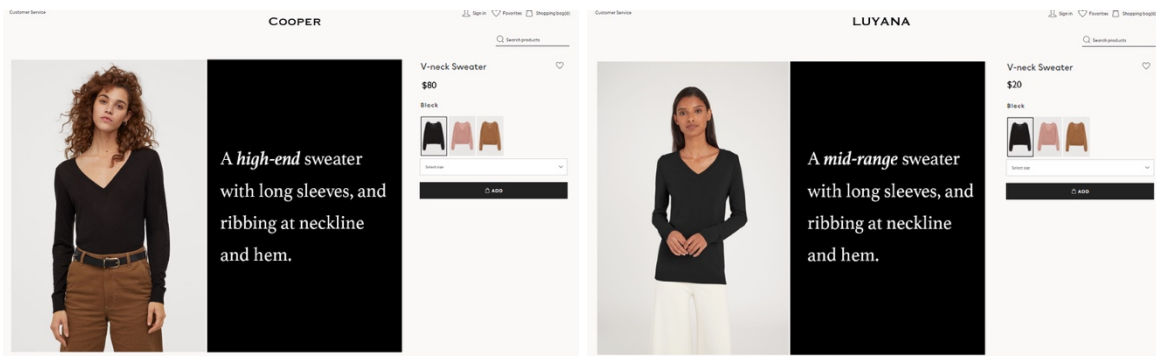
### Durability Condition: High-end Option vs. Mid-range Option



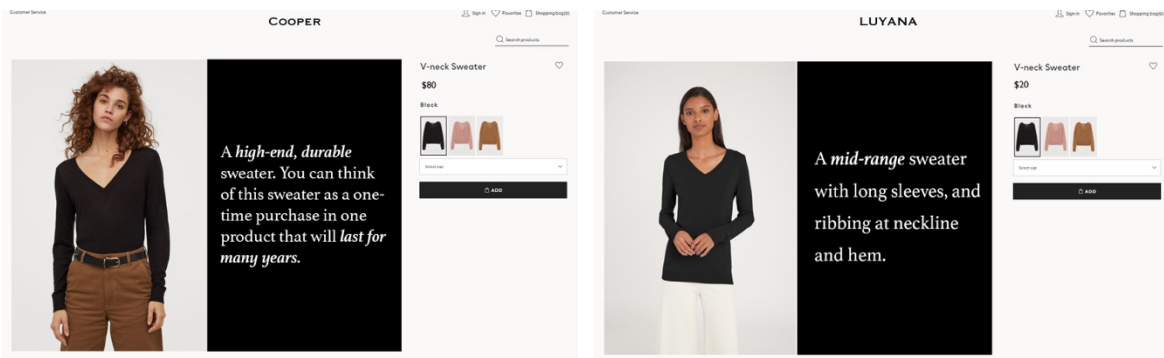
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## Female, Version A

### Control Condition: High-end Option vs. Mid-range Option



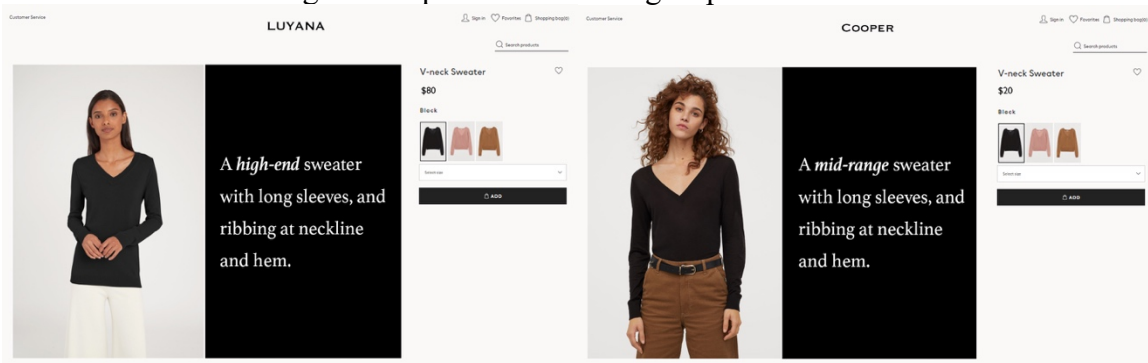
## Durability Condition: High-end Option vs. Mid-range Option



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## Female, Version B

## Control Condition: High-end Option vs. Mid-range Option



## Durability Condition: High-end Option vs. Mid-range Option

