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Exploring the relationship between the Need For Touch Scale, risk aversion and online shopping intentions: the moderating role of information.

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Abstract

Based on the Need for Touch (NFT) scale developed by Peck and Childers (2003a), individuals can be classified as either high or low in NFT, based on a median split. A median split is argued to introduce type I and type II errors; the present study addresses these issues by also using a categorical and continuous variant of the NFT score. In previous research, individuals high in NFT were found to be negatively affected by the inability to touch, resulting (among others) in lower confidence in judgement and higher frustration scores. These findings may be particularly harmful for the e-commerce sector, where touch is completely unavailable. Providing detailed information which is normally obtained by the use of touch, called written instrumental haptic information, is found to moderate this negative effect. In addition, individuals high in NFT have been argued to possess a more feature-by-feature analyzing style, as opposed to individuals low in NFT. The main purpose of the current study is to investigate the effects of written haptic information and the way this information is presented on product judgements when touch is unavailable. More specifically, can the lack of touch in an e-commerce setting be replaced by providing specific product information in a certain way for individuals high in NFT? Other than the main research interest, the relationship between objective and subjective measures of risk attitude and NFT is explored. Feeling the need to touch a product prior to purchase may be perceived as being more risk averse, but a relationship between risk attitude and NFT has not been tested in the literature yet. The main findings of the present study contradict the overarching literature, as low and high NFT individuals did not differ with regard to product judgements when they were unable to touch. Providing instrumental written haptic information (weight) regarding an action camera positively affected the perception of the camera being light, while written autotelic information (softness) regarding a sweater increased beliefs of quality. Furthermore, the subjective measure of general risk attitude was found to positively affect the chances to be categorized as having high instrumental, but not autotelic NFT. Females were also found to have higher instrumental and autotelic NFT compared to males.

***Keywords**: Need for Touch, haptic information, product judgements, information display, risk attitude*

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1. Introduction

A couple of decades ago, the only way to satisfy the need for a product was through visiting a physical store, browsing the inventory, and picking the preferred brand and package size. This traditional view of the commercial landscape changed with the introduction of catalog shopping and later through the internet, as these shopping methods allow consumers to order products without prior physical examination, while often providing larger assortment. Especially the World Wide Web allows anyone to shop anywhere at any given time, implying that the commercial sector has evolved rapidly into a 24-hour industry. However, research argues that the product, situation and personal characteristics influence the benefits and ultimately the choice of different shopping channels (Alba et al., 1997; Citrin et al., 2003; Quelch and Klein, 1996). This may imply that some products are suited better for e-commerce than others and that there is no 'one size fits all' channel.

Nonetheless, in the last few years online shopping has become a trend, perhaps even a habit for some individuals. The global e-commerce revenue nearly doubled from 2014 to 2017 up to $2.3 trillion, and is expected to reach nearly $5 trillion in 2021 (Statista, 2018). This significant growth implicates that understanding and providing the online consumer with the right information has and will become more important. As mentioned, one of the main differences between online and offline commerce is the possibility for a buyer to touch and feel the product before making a purchase. The technologies which could aid to replace the sense of touch in an online environment still possess several problems (Klein, 1998; Bamarouf and Smith, 2009), which may ask for other ways to bypass the lack of sensory input online. The need for touch can also vary among different product groups, as some products provide less or no additional information through touch compared to others. Individual differences in information processing are additionally found to play a major role. A quantifiable measure related to this discussion has been developed in 2003 by Joann Peck and Terry Childers, referred to as the Need For Touch (NFT) scale (Peck and Childers, 2003a). The NFT scale implies differences in individual information processing between individuals concerning the need to touch products, being either for pleasure or with a salient purchase goal in mind.

The majority of the literature has used the NFT score as the independent variable, explaining (among others) attitude, confidence in judgement, product evaluations and persuasion (Grohmen et al., 2007; Peck and Childers, 2003a, b; Peck and Johnson, 2011). The general finding is that variables such as confidence in decisions and attitude towards products is lower for high-NFT individuals (compared to low-NFT individuals) when there is no opportunity to touch. Contrastingly, very little attention has been aimed towards explaining the NFT score. In their research, Krishna and Morrin (2007) suggest that finding attitudinal, demographic or behavioral variables related to more haptically oriented consumers could imply that these individuals are more easily targeted. This could provide great implications for companies that sell merchandise on the internet.

One example of behavioral preferences related to the NFT score could be information processing. Research shows that the negative effect of the inability to touch for individuals high in NFT can be moderated by the type of information that is provided. Written instrumental information on product attributes that can normally only be obtained through touch (referred to as haptic attributes), such as weight, moderated the negative effect for high-NFT individuals on product beliefs. Besides the type of information, individuals high in NFT tend to process product information in a more analytical, feature-by-feature way compared to low NFT individuals when they cannot touch and are considering a product to purchase (Yazdanparast and Spears, 2012). This could imply that high-NFT individuals tend to prefer accessing information in a more organized format which may alter product judgements. This is unfortunately not addressed in the study by Yazdanparast and Spears (2012), as information is only provided in bullet-point format to the participants. The main aim of the current study is to combine the format in which information is displayed with the type of information that is displayed on product judgements. This leads to the following research question:

Can information provision moderate the negative effect of high-NFT individuals on online product judgements?

Providing an answer to this research question could indicate some useful suggestions regarding information provision for companies that are selling products online. Although it is impossible for companies to infer whether an individual is high or low in NFT, it could be that combinations of information format and type provide higher product evaluations in general. This could imply an increase in commonly used metrics in e-commerce such as the conversion rate and total revenue.

Other than the main research question, the present study is interested in the relation between the NFT score and risk attitude, as individual risk attitude has received attention in the literature with regard to online shopping behavior. One could imagine that more risk seeking individuals are more willing to shop online and 'face the risks', confirmed by the research of Jiuan Tan (1999). The body of research that investigated this relationship has primarily measured risk attitude as perceived product or financial risk related to the products (Jiuan Tan, 1999; Bhatnagar, Misna and Rao, 2000; Park, Lennon and Stoel, 2005). The need to touch a product before purchase could perhaps relate to risk attitude in general, not specifically on financial product risk and perceived product risk. The current study proposes using an objective measure for risk aversion, such as used in Laury and Holt (2002) and subjective risk measures developed by Dohmen et al. (2005) to study the relationship between the NFT score and risk preferences. This possible relationship could provide useful insights in the domain of individuals' online shopping behavior and channel preferences.

The next section of this paper consists of the theoretical framework, focusing on explaining the underlying mechanisms that form the core of this research. This part ends with the research hypotheses, followed by the methodology implemented to examine the proposed relationships. Subsequently, the results are presented, followed by a discussion and the limitations and implications of the present research. Finally, recommendations for future research are provided.

2. Theoretical framework

2.1 Processing haptic information in an online environment

The term haptics was first used by Gibson (1966) and entails seeking and extracting information through the use of touch, for which the hands are the most appropriate tools. The tactile input (information extracted through touch) that is obtained is subsequently used in decision making (Holbrook, 1983). Hence, the haptic system can be used to provide a consumer with unique product details that are not or less available through vision (Lindauer et al., 1986); information so valuable to consumers that it is found to alter product choice in online versus offline environments (McCabe and Nowlis, 2003). Allowing consumers to touch products has therefore been suggested to be advantageous for retailers (Grohmenn et al., 2007). As an example, longer touching times have been found to positively relate to the amount of glasses sold and the probability to sell more exclusive glasses (Hultén, 2012). Moreover, the lack of sensory experience can have far reaching consequences, as it has been appointed a reason for individuals to deter from shopping through the internet entirely (Phillips et al., 1997).

The functional benefits obtained through touch when assessing a product may serve as one of the reasons not to shop on the internet. Information on weight, texture, temperature and hardness (also referred to as material properties) can be more easily accessed with use of the haptic system, properties which may be essential for a products' evaluation (see Klatzky and Ledermann, 1992, 1993; Lederman and Klatzky, 1987 for more detailed information). For products with more salient material properties, touch is deemed to be diagnostic, implying that it can provide a predictive measure of material properties relevant to product performance (Grohman et al., 2007).

Evidence in the literature suggests that the haptic and visual system interact, which is argued to lead to two outcomes[1]. The first outcome of this interaction is related to the possible presence of the 'visual preview model'. Not only the use of touch, but also the use of vision may allow individuals to assess material properties, useful for

[1] The exact relationship between the visual and haptic system is not as straightforward as explained here, but falls beyond the scope of this research. Only a brief explanation is therefore provided.

further processing (Klatzky, Lederman and Matula, 1993). It should be mentioned that information obtained in this way concerning the material properties is more broad and coarse than through the use of the haptic system. Hence, by visually examining a product, the consumer is able to retrieve memories related to the haptic attributes, adhering to the visual preview argument ("the last time I picked up such a bottle of water it was quite light") (Klatzky, 2011). On the other hand, visually examining a product could induce the consumer to touch the product in order to retrieve additional haptic information, depending on the task at hand ("I am wondering how this sweater feels") (Klatzky, 2011). However, the retrieval of memories related to haptic attributes is dominated by vision and is most likely used in the online context. The visual trigger may ask for a haptic evaluation, but this cannot be performed when assessing products online. This inability to touch may be the cause of lower confidence in judgement, higher frustration scores and lower quality perceptions for individuals higher in NFT when they cannot touch (Peck and Childers, 2003a, b; Nuszbaum et al., 2010; San-Martín et al., 2017).

Although the haptic and visual system interact, it is clear that in some situations one system is more appropriate for the task at hand than the other (Warren and Rossano, 1991). For example, touch can be the most evident sense to use when assessing a sweater's softness or the weight of a ball, whereas vision may be more appropriate to determine the size and shape of these objects. Nonetheless, softness and weight are argued not to be impossible to assess through vision alone, but leading to less detailed information on these attributes. For individuals lower in need for touch, this information can be sufficient when evaluating a product on exactly these material properties (Peck and Childers, 2003b). Hence, the individual need for haptic information and processing of this information can play a major role in the effect and magnitude of these two discussed outcomes.

2.2 Haptic information and the Need for Touch scale

The way that haptic information is retrieved, processed and used in decision making is argued to be different for each individual, as some people might prefer to touch products or objects more than others. Peck and Childers (2003a) have developed a quantifiable measure able to elicit a difference in preference to touch, called the Need for Touch scale (NFT in short). Individuals are either classified as high NFT or low NFT, based on a median split in obtained scores. High NFT individuals have a stronger preference to touch products compared to low NFT individuals, which is found to negatively influence confidence in judgement and increases frustration when touch is unavailable (Peck and Childers, 2003a). This may be especially harmful for the e-commerce industry, as touch is completely unavailable in this context. Unsurprisingly, individuals higher in NFT preferred shopping channels in which they could touch products (Cho and Workman, 2011).

Haptic information extracted from products is argued to serve both instrumental and autotelic purposes, each represented by six questions in the NFT measurement scale (Peck and Childers, 2003a, b). The instrumental component reflects the need to touch *as a pre purchase instrument,* i.e. the use of touch with a salient purchase goal in mind (Holbrook and Hirschman, 1982). The autotelic component entails touching *as the end goal itself*, characterized by the pleasure, enjoyment and sensory stimulation of touching objects (Holbrook and Hirschman, 1982). Autotelic touch may additionally exhibit a compulsive component: an irresistible need to touch (Holbrook and Hirschman, 1982). In the retail setting, shopping has both been referred to as work (Sherry, McGrath and Levy, 1993) but also as fun (Babin, Darden and Griffin, 1994; Sherry 1990), which could emphasize the distinction between the instrumental and the autotelic dimensions of touch.

2.3 The relationship between NFT and online product judgements

The main body of literature on the NFT scale has used this scale to explain a relationship between the need to touch and a list of variables, including confidence in judgement (Peck and Childers, 2003a, b; Nuszbaum et al., 2010), frustration during evaluation (Nuszbaum et al., 2010; Peck and Childers, 2003b), product evaluation (San-Martín et al., 2017; Peck and Childers, 2003b), shopping channel preference (Cho and Workman, 2011), impulsiveness (San Martin et al., 2017) and also smartphone usage (Lee et al., 2014). In general, individuals higher in NFT have less favorite attitudes towards the examined products and their decisions made when touch is unavailable. Peck and Childers (2003b) distinct between four constructs in the haptic information framework: instrumental and autotelic material properties, product factors, individual consumer factors and situational factors. These four constructs and other findings in the existing literature that can be placed within these constructs are discussed briefly.

2.3.1 Instrumental and autotelic material properties

As discussed, information extracted from products is argued to be either autotelic or instrumental. Instrumental touch can serve multiple purposes, as a product can be touched merely to purchase, to extract other sensory properties such as smell and taste or to assess material properties (Peck, 2011). Picking up a smartphone to assess the weight and portability and picking up fruit to use smell to assess the ripeness are both examples of instrumental touch. On the other hand, autotelic touch is more about the pleasure and fun obtained by the sensory feedback itself (Holbrook and Hirschman, 1982). This form of touch is also argued to inhibit a compulsory or irresistible need to touch (Holbrook & Hirschman, 1982). An example could be touching a sweater because it feels nice and soft. In other words, autotelic touch is the (compulsory) need to touch products to receive pleasant sensory feedback without a salient purchase goal in mind.

Autotelic product information is furthermore found to be more difficult to compensate for in the non-touch contexts for high NFT individuals (Peck and Childers, 2003b), but this will be elaborated on later. Hedonic touch elements have also been found to induce greater affective responses among high autotelic NFT individuals,

which eventually lead to higher persuasion (Peck and Wiggins, 2006). This positive effect of including a haptic element for individuals high in autotelic NFT has been found to be present regardless of involvement with the message (Peck and Johnson, 2011).

2.3.2 Product factors

Peck and Childers (2003b) define product factors as the saliency of haptic attributes that are present within products. As discussed, the haptic system performs well in determining the material properties of a product such as texture, weight and hardness (Klatzky and Ledermann, 1992, 1993; Lederman and Klatzky, 1987). In a preliminary study, Peck and Childers (2003b) find that the use of touch to explore these dimensions is greater if products possess these kind of attributes more evidently. The subjects touched the products longer and verbalized more haptic attributes when evaluating products with higher salient material properties (i.e, sweater) compared to products with less salient material properties (i.e., toothpaste). In other words, some products lend themselves more to touch than others do, which may be dependent to what extent the products possess autotelic or instrumental information and how that can be extracted through the use of touch. An unsurprising finding is that products that inherently possess more haptic information are perceived to be inconvenient to purchase through the internet (Grewal et al., 2004; Levin et al., 2005; Bhatnagar, Misna and Rao, 2000).

The saliency of haptic attributes inherent to different products may furthermore explain why the products used in studies exploring the NFT vary. The majority of research focuses on products high in material properties, such as sweaters, tennis rackets, cellphones (Peck and Childers, 2003a, b), laptops (Yazdanparast and Spears, 2012) or backpacks (San-Martin et al., 2017). Additionally, several authors chose products varying in material properties such as a pen, a keychain and a soft headband (Grohmen et al., 2007), a backpack and sun lotion (San-Martín et al., 2017) or a slinky and a mug (Peck and Shu, 2009). Even donations to a non-profit organization and the attractiveness of invitations have been explored with relation to the NFT scale (Peck and Johnson, 2011).

2.3.3 Individual consumer factors

In the paper in which the NFT scale originated, Peck and Childers (2003a) argued that high NFT individuals may have haptic information more readily accessible compared to individuals low in NFT. Their research confirms this argumentation, as individuals high in NFT mentioned haptic attributes earlier on in a conversation when asked to evaluate the product with a purchase goal in mind (Peck and Childers, 2003a). In a different study, the same authors find that the ability to touch a product increased confidence in judgement for high but not for low NFT individuals (Peck and Childers, 2003b). When haptic attributes of a product are salient, those high in NFT want to experience these attributes directly through the use of their haptic system. For those lower in NFT, the visual 'haptic' information (which, as discussed, is more broad and coarse) was enough to form confidence in judgement. For these individuals, a picture may be sufficient to assess the haptic properties of a product (Peck and Childers, 2003b), which can be comparable to product presentation in an online setting.

The haptic system can be seen as a proximal sense, creating sequential perceptions as only one input at a time can be processed (Peck, 2011). As the haptic system provides small pieces of information at a time, a more analytical, feature-by-feature processing method may be required as opposed to information obtained through the visual system (Yazdanparast and Spears, 2012). Contrasting to haptic information, visual information is always seen in a relational context. This relational context implies that the entire product is often assessed at once, for example relating to past experiences (Fific and Townsend, 2010). A relational information processing approach would therefore be more appropriate for individuals that rely more on the visual system (Yazdanparast and Spears, 2012). This reasoning is coherent with their finding: individuals high in NFT tend to prefer a more feature-by-feature processing method as opposed to individuals low in NFT, who prefer more relational processing methods.

Another individual consumer factor that could be linked to the Need For Touch is risk attitude. Based on the expected utility framework including prospect theory (Kahneman and Tversky, 1979), risk attitude can be defined as a description of the

shape of an individual's utility function, assumed to underlie the choices that an individual makes (Weber et al., 2002). Individuals that are classified as more risk averse are less inclined to make risky choices and resort to safer alternatives. Vice versa, individuals that are classified as less risk averse (or more risk seeking) are more inclined to make risky choices, resorting less to safer alternatives. Online shopping is perceived as more risky compared to offline shopping (Jiuan Tan, 1999) and individuals that are less risk averse were found to shop online significantly more than individuals that are more risk averse. Perhaps this finding could be related to the lack of prior physical examination of products and the need for touch of individuals, which has not been researched in the literature so far. Although not directly linked to the NFT scale, research does indicate that perceived product or financial risk related to the products influences channel or product preference (Jiuan Tan, 1999; Bhatnagar, Misna and Rao, 2000; Park, Lennon and Stoel, 2005). However, one should note that this body of research has been done for at least a decade ago: shopping through the internet has become more reliable and safe than it was back then. The proposed effects may therefore be less evident, but could still be interesting to investigate.

Important to note is that the main purpose of the present research is not to explain or model risk attitude, but to use measures of risk attitude in the literature to possibly establish relationships between individual's risk attitude and the instrumental need for touch. As need for instrumental touch revolves around a purchase goal (Holbrook and Hirschman, 1982), risk is more likely to be present compared to the autotelic dimension. Autotelic touch revolves around the pleasure of touching itself, without a salient purchase goal (Holbrook and Hirschman, 1982), which removes the possible risky component from the need to touch. The expected relation would therefore be one between instrumental NFT and risk attitude, not between autotelic NFT and risk attitude.

2.3.4 Situational factors

Peck and Childers (2003b) furthermore provide an argument that implies situational factors to affect the saliency of material properties. One could imagine that different situations may evoke different focus points within the environment which capture consumers' attention (Bloch and Richins, 1983; Houston and Rothshild, 1978). Shopping experiences on the internet withhold consumers from touching products, which can be deemed a barrier for consumers argued to lead to an indirect or remote perception (Lederman and Klatzky, 2004). In contrast, the physical retail environment allows deliberate placement of some products in front of the store to provoke consumers to pick up and experience the material properties (Peck and Childers, 2003b). For example, The Limited (a clothing store) intentionally placed products with a lot of texture at the entry of the store, so that consumers could directly experience the haptic attributes of these products (Underhill, 1999).

But how about influencing situational factors on the internet? For e-tailers, placing products for haptic inspection at the store's entry is an impossible strategy. These situational factors may be related to the discussed individual consumer factors and the possible replacement of touch with instrumental information (Peck and Childers, 2003b). As previously mentioned, providing written instrumental information on haptic attributes was able to moderate the negative effect on confidence in judgement for high NFT individuals that were impaired to touch (Peck and Childers, 2003b). One could argue that providing different types of information is a situational factor that can be influenced on the internet, as this may alter the focus points of the consumer when evaluating products to purchase. In addition, the way that this information is displayed could also play a role. Yazdanparast and Spears (2012) find that individuals high in NFT were found to prefer a more feature-by-feature analyzing style, as opposed to relational processing preferred by low NFT individuals. This finding may imply that presenting information in different ways could influence product evaluations of high and low NFT individuals differently. The possible effects of haptic versus non haptic information and information display will be discussed in more detail on the next pages.

2.4 The effect of haptic information on product judgements

The literature on the effect of haptic information is relatively scarce, with only two papers examining this effect in relation to NFT. An online representation of a product deters the individual from using haptic evaluation, which is appointed especially harmful for individuals high in NFT (Peck and Childers, 2003b). Providing haptic information could be a way to compensate for the inability to touch for individuals that are more haptically motivated, under certain conditions (Petty, Cacioppo and Schumann, 1983). Hence, providing online consumers with inadequate information about the product compared to the offline environment may result in discouraging the individual to buy online at all (Childers et al., 2001; Grewal et al., 2004).

Providing instrumental haptic information could stimulate or the individual to retrieve the haptic attributes of the product which is examined, perhaps assisting the individual or compensating for the lack of touch (Peck and Childers, 2003b). On the contrary, autotelic information is not expected to compensate the autotelic property of touch, as the pleasure associated with touch could be more difficult to replicate. The authors find an increase in confidence and a decrease in frustration when subjects evaluated a cell phone with written instrumental haptic information (i.e. weight) as opposed to a product description on overall design, which is argued to manifest itself in more favorable product beliefs. Providing written autotelic information on a sweater (i.e., softness) did not produce significant differences in evaluation, implying that autotelic touch is more difficult to replicate by providing information on autotelic product attributes. Different effects are established by Rodrigues et al. (2017), who find that written autotelic information on the sweater positively influenced perceptions and increased online purchase intentions. These results were established independent of an individual's classification in high or low NFT. However, it should be mentioned that the autotelic information was written by a peer, which may induce other effects. Both articles have not examined the way the instrumental or autotelic information is presented, for which the possible effects are discussed next.

2.5 The effect of information display on product judgement

The amount of information that can be obtained on products due to the internet has risen tremendously, maybe even overwhelming to some consumers. Organizing products and choosing in what way product information is provided can therefore be key for many e-tailers, which allows companies to differentiate themselves from their competitors. Organizing and presenting products is referred to as information formatting (Cooper-Martin, 1993), which is found to influence the choice process of consumers (Bettman and Kakkar, 1977; Bettman and Zins, 1979; Biehal and Chakravarti, 1982), but also depends on the type of shopping task at hand (Hong et al., 2004). Information format as defined revolves mainly around the stage in which consumers are choosing between several products, comparing several options. In the present study, the interest lies in the way product information influences consumer behavior after this stage, e.g. when a consumer is looking up details on a specific product.

Even though the arguments in a product or service description are exactly alike, the way in which information is presented to consumers could play a significant role in their judgements and decisions. Two examples of distinctive methods of displaying information are *narrative* format versus *list* format[2]. In this study, narrative information is referred to as information presented in story format, whereas the list format is providing information in bullet points. Although including pictures has also been found to affect judgements, it is not very common for any e-tailer nowadays to merely provide text in the product description, hence this effect is not further focused on (for more information see Adaval and Wyer, 1998 and Adaval et al., 2007; Peck and Childers, 2003b).

Several theories on consumer judgement have made an implicit assumption regarding the information processing method of individuals. Hence, these theories imply that consumers tend to separately evaluate each piece of information regarding

[2] Several other distinctions have been made in the literature regarding information provision. One such a distinction is between statistical and narrative information, primarily applied in the health-care sector (see Winterbottom et al., 2008 for an overview). A second distinction made in the literature is that between vivid and pallid information (see Taylor and Thompson, 1982 for more information). The current distinction between narrative and bullet point is however deemed more appropriate.

a product, where an overall judgement is formed by summing up or averaging these separate pieces of information (Anderson, 1981; Fishbein and Azjen, 1975). Contrastingly, Adaval and Wyer (1998) argue that this 'piecemeal' procedure is not always involved or optimal for making purchase decisions. They use the example of a consumer who is interested in buying a camera. Instead of merely assessing all the individual product features, this individual may imagine using this camera on vacation, where the small size and light weight of the camera facilitate thoughts of the ease with which it can be handled during the trip. Furthermore, they argue that the way product information is presented, e.g *narrative* or *list* format, could have two consequences: it either facilitates the described process or interferes with it. Narrative information would in this case facilitate the explained process, as it allows the consumer to imagine the use of the product in a more holistic way. Contrastingly, providing information in a list format could still imply using the piecemeal method to form product judgements, interfering with the construction of the narrative by the consumer.

In general, the main finding within the literature is that a more favorable evaluation follows from narrative information provision as opposed to the list format. For services, novice consumers (but not expert consumers) gave significantly lower ratings to service ads when they were displayed in a list format as opposed to a narrative format (Mattila, 2000). Adaval and Wyer (1998) find that favorable narrative information resulted in more positive evaluations of holiday destinations than when information was provided in a list format. The difference in these evaluations was even greater when some of the features described were unfavorable. In addition, narrative information is found to increase extremity when evaluating individuals (Adaval et al., 2007) and increases confidence in decisions related to lawsuits (Pennington and Hastie, 1988).

Following from the literature, one may conclude that the main focus has been evaluations regarding intangible items, being either experience goods such as services and holidays or other intangible constructs such as personality. A study done by Escalas (2004) includes intangible brand evaluations but also purchase intentions regarding to products, and concludes that narrative storyboard advertisements resulted in higher purchase intentions and brand evaluations. The only difference

between the narrative and vignette advertisements used in the study entailed the presence of a chronological order for the narrative form.

As previously discussed, Yazdanparast and Spears (2012) have concluded that high NFT individuals tend to rely more on feature-by-feature information processing than relational processing strategies in a situation where touch is unavailable. One could argue that therefore high NFT individuals may prefer list format information over narrative information, due to the preference of feature-by-feature processing. This relationship could then be inverted for low NFT individuals, implying a higher preference for narrative information. Nevertheless, this line of reasoning can be counter argued by the general finding in the literature that, on average, narrative information provision tends to elicit more favorable evaluations than information in list format. However, the study done by Yazdanparast and Spears (2012) provided information in list format to the participants, which makes it unable to infer if these proposed relationships exist. Disentangling the effect of this relationship found in the literature could provide some additional implications on individual information processing strategies.

2.6 Hypothesis development

The following section entails the formulation of the main hypotheses, forming the core of the present study. As mentioned previously, the body of literature involving the NFT scale used this construct as an independent variable, trying to find a relationship between the NFT and variables such as confidence in judgement (Peck and Childers, 2003a, b; Nuszbaum et al., 2010), frustration (Nuszbaum et al., 2010; Peck and Childers, 2003b), product evaluation (San-Martín et al., 2017[3]), shopping channel preference (Cho and Workman, 2011), impulsiveness (San Martin et al., 2017) but also smartphone usage (Lee et al., 2014).

The general finding within these papers is that individuals higher in NFT have less favorite attitudes towards products and their decisions when touch is unavailable. Providing high NFT individuals with information on instrumental (but not autotelic) written information when these individuals were unable to touch has furthermore been found to moderate the negative effect on confidence and frustration (Peck and Childers, 2003b). Additionally, pictures accompanying the instrumental written description increased beliefs on product quality and product attributes compared to situations in which a picture accompanied a description on overall design for high NFT individuals (Peck and Childers, 2003b).

High NFT individuals also showed a more feature-by-feature processing style than low NFT individuals (Yazdanparast and Spears, 2012). It was therefore argued that high NFT individuals might prefer accessing information in bullet-point format rather than in narrative form. When high instrumental NFT individuals can not touch, the way information is displayed could moderate the negative effect of the inability to touch. The proposed moderating effect of instrumental haptic information could be enhanced by providing it in a bullet-point format. The first aim of the present study is therefore replicating and extending these findings, by testing the following hypotheses:

H1*: When unable to touch, purchase intention is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores*

[3] It should however be noted that San-Martin et al. (2017) merely use one (instrumental) question to represent the NFT score, instead of twelve questions (six instrumental and six autotelic).

(a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

***H2**: When unable to touch, perceived quality and attributes are lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores (a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).*

***H3**: When unable to touch, frustration during evaluation is higher for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores (a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).*

***H4:** When unable to touch, confidence in judgement is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores (a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).*

Several notes have to be placed with the formulation of these hypothesis. First, instrumental NFT has been chosen instead of overall or autotelic NFT, as the interest of the present study lies in the e-commerce domain which is more purchase-oriented. Moreover, product judgements were argued to be affected through confidence and frustration, leading to hypotheses 1 and 2. Second, the main effects are not expected to be present for low instrumental NFT individuals. Third, the moderating effects specified in part B of each hypothesis are not expected when providing detailed autotelic information, based on the previous findings by Peck and Childers (2003b)[4]. The expectation that written autotelic information does not moderate product judgements for high instrumental NFT individuals is however formally tested, which is elaborated on later. Hence, one could imagine that information on softness (autotelic information) *could be* used as instrumental information when purchasing a product

[4] Even though the effects found in Rodrigues et al. (2017) induce the effect of written autotelic information (independent of NFT classification), these effects were found when autotelic information was provided by a peer. In the present research, the interest lies in the product description of a possible e-tailer.

online, as this may still serve as information that helps a consumer decide whether or not to buy the product.

Besides interested in the moderating effects of information content and information display, the present study is exploring the relationship between the NFT scale and risk attitude. Research indicates that perceived product or financial risk may influence channel or product preference (Jiuan Tan, 1999; Bhatnagar, Misna and Rao, 2000; Park, Lennon and Stoel, 2005). Generally speaking, shopping in an online environment can be argued to be 'more risky' than shopping in a store for high NFT individuals, as prior physical examination of a product is impossible. The risk involved with an online shopping decision could thus be related to the need for touch. As discussed, this relationship is expected to be with the instrumental dimension of the NFT scale than to the autotelic dimension, as no purchase goal is present for autotelic need for touch (Holbrook and Hirschman, 1982), removing the risky component. These proposed relationships are tested by using an objective as well as a subjective measure of risk aversion, based on the work of Laury and Holt (2002) and Dohmen et al. (2005). The following hypotheses are tested in relation to risk aversion and the NFT scale:

H5A*: Individuals who exert higher risk aversion have a higher instrumental need for touch*

H5B*: The level of risk aversion does not influence the autotelic need for touch*

3. Data and Methodology

3.1 Survey construction

In contrast to the majority of the literature related to the need for touch, the present study is focused merely on an online environment, eliminating the element of touch completely from the analysis. The purpose of the study is to examine the effect of information provision on product judgements and attitude related to these judgements, primarily based on the work by Peck and Childers (2003a, b). The focus on the online environment resulted in the fact that an experiment was deemed unnecessary, leading to a survey as the preferred method to test the hypotheses. The main purpose of the survey was to measure the NFT score, product judgements and the level of risk attitude, while manipulating the two main factors of interest: information type and information format. At the same time, differences in product type and type of information are measured but this measurement incurred on a between-subject level, as all subjects were presented with both products. The survey was distributed among the social and business network of the researcher in the Netherlands. Unfortunately, more than 50 participants dropped out somewhere within the survey, leaving a total of 106 respondents that filled in the complete questionnaire. Only one participant did not disclose their gender and was therefore removed from the sample, leaving a total of 105 respondents. The content of the survey will be elaborated on in more detail in the coming pages.

3.2 The Need for Touch scale

To elicit the NFT score, participants are asked to rate twelve statements relating to touching of products: six for both the autotelic and instrumental dimension of touch and are presented in Appendix A[5] (Peck and Childers, 2003a). Individuals rated the statements on a typical likert scale, ranging from strongly disagree (coded as -3) to strongly agree (coded as +3). The overall instrumental or autotelic NFT score is subsequently obtained by adding the coded answers on all questions. Traditionally, the distinction between individuals either high or low in need for touch is based on a median split: individuals scoring at or below the median are classified as low, while

[5] In a follow-up study, the authors mention that written consent is needed from one of the authors in order to use the NFT scale (Peck and Childers, 2003b, p.38). This is obtained from Joann Peck on 11/01/2018 and is available upon request.

individuals scoring higher than the median are classified as high (Peck and Childers, 2003a).

Although this method of distinction is not further elaborated on by the authors, this might inhibit some methodological validity issues if results are compared across studies. Hence, an individual classified as having high need for touch in one study could be classified as having low in the other study[6], as the median is inherent to the obtained data. Moreover, research indicates that using a median split for a continuous variable can increase type I and type II errors (McClelland et al., 2015). Regardless of these issues, this method of discriminating between individuals low and high in need for touch is widely used in research on this subject (Peck and Childers, 2003a, b; Krishna and Morrin, 2007; Peck and Johnson, 2011; Yazdanparast and Spears, 2012; Nuszbaum et al., 2010). An exception to this generalization is the study by Cho and Workman (2011), who use the continuous variant of the NFT score but do not elaborate their reasoning to do so. To address these possible methodological problems, the present study analyzes the proposed hypotheses using a binary, categorical and continuous variant of the NFT score.

To determine the internal reliability of the questions regarding the NFT scale, Cronbach's Alpha is used. Values of 0.863 (autotelic dimension) and 0.819 (instrumental dimension) imply that the internal reliabilities of the questions are above the acceptable threshold (see Appendix B). For the instrumental NFT measure the median is 2, while the median for the autotelic dimension entails 0. The instrumental NFT scores are not found to violate a normal distribution at the 5% level ($p=0.085$). However, the autotelic scores do violate a normal distribution at the 5% significance level ($p=0.044$). In addition, the autotelic and instrumental dimensions are found to be correlated with a coefficient of 0.513 ($p<0.01$).

3.3 Risk attitude

Both subjective and objective measures of risk attitude have been proposed in the literature, for which the latter has received the most attention. An objective measure of risk aversion is often related to a choice list, where individuals are asked to choose multiple times between two sets of lotteries, referred to as A and B. Each

[6] This already happens in the paper by Peck and Childers, 2003a.

row in such a lottery choice has different odds but an equal payout, presented in Appendix C (Laury and Holt, 2002)[7], which is adapted to the currency in the Netherlands (euro). When an individual is risk neutral, he or she would switch from row A to row B in the fifth row, as objectively this lottery would now have a higher expected payout. Hence, the later (earlier) an individual switches to option B, the more (less) risk averse the individual is classified as. These lotteries are additionally explained to the participants by examples from Bateman et al. (2005), found in Appendix D. These choices where subsequently coded as a variable indicating the number of 'safe' choices in the proposed lotteries, where a higher score indicated higher risk aversion[8].

For the subjective measure on risk attitude, three questions of the work by Dohmen et al. (2005) were adopted, displayed in Appendix E. This study is based on a large sample of 22,000 individuals and finds that the proposed subjective risk questions are a good predictor of an included objective risk attitude question. The subjective measures included a question asking for willingness to take risks in general, but also for specific domains such as financial matters and sport and leisure. These three domains are adapted, where a higher score on this scale indicated lower risk aversion, i.e. more willing to take risks. The Cronbach's alpha of these three subjective questions entailed 0.618, indicating a questionable internal reliability (Appendix E).

Subsequently, a Spearman correlation test was performed in order to establish possible correlations between the proposed subjective and objective measures of risk aversion. A negative correlation with a coefficient of 0.288 was found between the objective measure of risk aversion and the subjective question on financial risk taking ($p<0.01$), whereas an equal directional correlation was established between the objective measure and the subjective general risk measure with a coefficient of 0.198 ($p<0.05$). The subjective general and financial measure are furthermore positively correlated with a coefficient of 0.566 ($p<0.01$), see Appendix E. Scoring higher on the objective measure as well as scoring lower on the subjective measure indicates higher

[7] The main aim of the research by Laury and Holt (2002) is to investigate the differences between hypothetical and real choices, as well as the effect when the real or hypothetical payoff is significantly increased (20, 50 and 90 times). However, the effects found in the originating paper are beyond the scope of the present research and are therefore neglected.

[8] In the study by Laury and Holt (2002), some participants switched multiple times between option A and B, but a total number of total 'safe' choices is used as the measure for risk attitude. This method is adapted in the present study. However, it should be noted that 20 participants switched multiple times between rows A and B in the present study.

risk aversion. Hence, the negative correlation entails that the two subjective scales and the objective scale are correlated in an equal direction regarding risk attitude. The subjective measure of risk attitude regarding sports does not correlate with the objective measure and is also found to hurt the internal reliability of the subjective risk aversion questions (Appendix E). This variable has therefore been removed from further analysis.

3.4 Products

The two products used in the present study are based on the distinction between autotelic and instrumental product properties, each represented by one product in the survey. Even though the interest lies in individuals high in instrumental NFT, written autotelic information on an autotelic product in the online context may be perceived (or used) as instrumental information due to the inability to touch. Autotelic properties can be material qualities such as softness, and a sweater is a commonly used example to emphasize this property (Peck and Childers, 2003a, b; Yazdanparast and Spears, 2012), which is therefore used in the present study. In order to find a product for which instrumental properties may be important, a pretest was performed. Instrumental properties may not be as evident as autotelic properties, and the literature has used a wide range of products to emphasize instrumental properties. A pretest was performed in order to establish a product with the highest evident instrumental properties among the target group (students). A small sample of 17 subjects were asked to rate two statements from 1-7 (strongly disagree - strongly agree) for a total of 11 products, chosen based on deliberation between the author and his supervisor. First, participants were asked if touch plays an important role in the decision to purchase the product. The second statement was identical to the first but replaced touch with weight, which was deemed material information for which touch can be used to extract (e.g., instrumental touch). The results of the pretest can be found in table 1 on the next page.

	Touch				Weight			
Product	Min	Max	Mean	SD	Min	Max	Mean	SD
Mobile phone	5	7	6	0.707	1	7	5.65	1.498
Portable speaker	1	7	3.76	1.715	2	7	5.76	1.437
Electric toothbrush	1	7	4.35	2.149	1	7	4.29	1.929
Tennis racket	1	7	5.06	2.304	4	7	6.12	1.166
Vacuum cleaner	1	5	3.53	1.375	2	7	5.18	1.590
Powerbank	1	6	3.29	1.312	2	7	5.18	1.468
Watercooker	1	6	3.24	1.602	1	5	3.06	1.478
Flashlight	1	6	3.65	1.455	2	7	5.53	1.375
Smartband	1	7	5	1.323	4	7	5.18	1.185
Action camera	2	7	5.12	1.536	4	7	5.41	1.176
Suitcase	1	7	4.76	1.715	1	7	6.12	1.536

Table 1. The obtained minimum, maximum and mean importance including standard deviation for all products.

The product with the highest mean on the touch statement is the mobile phone (M=6, SD=0.707) and also possesses a relative high position on the weight question (M=5.76, SD=1.498). Nonetheless, the mobile phone was deemed unsuitable due to the ease of which brands are visible in smartphones, the importance of brands in smartphone choice (Malviya et al., 2013; Lay-Yee et al., 2013; Liu and Liang, 2014) and the subsequent impact of brand loyalty on purchase and attitudinal loyalty (Chaudhuri and Holbrook, 2001). A weighted average score using 50% weight for both questions was used to determine the highest scoring product, which resulted in the action camera as the product used for instrumental properties[9]. Pictures for both products were found on the internet and are displayed in Appendix F.

3.5 Information provision

The type of information displayed (autotelic/instrumental haptic information or information on overall design) and the way this information was displayed (narrative/bullet points) needed some additional attention in the survey. Before a subject was presented with the first question, a piece of code within the Qualtrics software (Qualtrics, Provo, UT) allowed the placement of a subject within a particular treatment. This random, equal assignment assured that when a participant entered

[9] To note is that the tennis racket actually had the highest weighted average, but since the SD for the touch question was rather high (2.304) and the action camera ranked highest on importance to touch following the mobile phone, the action camera was chosen instead.

the survey, it was placed within one of the four pre-specified treatments. The four treatments used corresponded to the four dimensions of information content and information display: information displayed in bullet points, information displayed in narrative form, haptic information and non-haptic information (overall design). This resulted in the following four combinations or treatments: narrative/non-haptic (n=24), narrative/haptic (n=25), bullet points/non-haptic (n=28) and bullet-points/haptic (n=28). For example, the information content presented in the two haptic treatments was equal, the only difference being the way the information was displayed. All product descriptions displayed to the participants can be found in Appendix G.

For the description on the sweater, the haptic element emphasized was the softness, using terms such as ‘rich feel of softness’ and ‘plushy texture feels delightful against your skin’, equal to Peck and Childers (2003b). In contrast, the non-haptic description emphasized longer durability and strength. Regarding the action camera, the haptic element emphasized was weight, using terms such as ‘light framework’ and an exact weight of 72 grams. In contrast, the non-haptic description emphasized the framework as being strong and less susceptible to breaking. The expectation is that the instrumental haptic information (weight) on the camera is able to replace the need for touch, but that the autotelic haptic information (softness) on the sweater fails to do so, based on previous findings (Peck and Childers, 2003b).

3.6 Dependent variables

After being presented with the product descriptions, a subject was first asked to rate the product on haptic product attribute and overall quality on a scale from 1-5, ranging from bad quality to good quality. The haptic attribute for the sweater was softness, ranging from rough texture to soft texture whereas weight was chosen for the action camera, ranging from very heavy to very light. These attributes and quality questions were based on the work by Peck and Childers (2003a, b) and the specified pretest. The order in which the action camera or the sweater was presented to the participants was randomized. Following the product description and the questions on quality and attribute beliefs, a participant was asked to rate three statements regarding purchase intentions from 1-7 for each product based on the work by Baker and Churchill (1977), adapted for an online purchase environment. These questions were later combined into one variable for purchase intention for the camera (Cronbach’s alpha 0.637) and for the sweater (Cronbach’s alpha 0.804), see Appendix H.

Subsequently, participants rated two statements for confidence in judgement and one for frustration during evaluation from 1-7, based on the work by Peck and Childers (2003 a, b) for both products separately as well. Cronbach's alpha of 0.911 for the sweater and 0.932 for the camera indicate good internal reliability of the confidence questions, resulting into one combined variable for confidence (Appendix H).

3.7 Demographics and data descriptives

After the participants were finished with all the questions discussed, some demographic questions remained. Gender, age, nationality and educational level were chosen as these are very common in any research to include as control variables. Greater e-commerce orientation was found to be negatively correlated to the NFT (San Martin, 2017), hence a question on prior online purchases (scale 1-5) was added. In addition, a question on the amount of siblings and three questions on sensory impairments regarding vision, smell/taste and hearing were included due to personal interest of the researcher but were dropped for the analysis. An overview of the demographic questions can be found in Appendix I.

The majority of the 105 respondents is male (57%). University students amounted the largest chunk of participants, responsible for a total of 75% of respondents divided between Bachelor and Master Degrees. Only 9% of all respondents did not possess the Dutch nationality and the average age amounted 21,47. Most of the respondents (97%) had commenced in online shopping before. An overview can be found in Appendix I.

3.8 Methodology

In order to test the proposed research hypotheses, the statistical methods and statistical hypotheses need to be determined based on the type of data which is analyzed. One variable that is present in all of the hypotheses is the NFT score. As discussed previously, a median split had been appointed appropriate as the way to distinguish between high and low NFT individuals (Peck and Childers, 2003a, b), with one paper using the continuous variant (Cho and Workman, 2011). As a median split is argued to introduce more type I and type II errors (McClelland et al., 2015), the decision was made to code the NFT variable in three different ways: binary, categorical and continuous. Coding this variable as such results in the fact that different statistical

methods have to be employed, depending on the way this variable is coded. These statistical methods are discussed briefly in the following section, but are elaborated on in Appendix J, K and L. Important to note is that the instrumental NFT scores do not violate a normal distribution (p=0.085), but the autotelic NFT scores are found to significantly deviate from a normal distribution at the 5% level (p=0.044). Even though the majority of the appointed statistical methods are of the parametric kind, the assumptions of these methods are not formally tested. Therefore, the results of this study may not be fully internally valid.

3.8.1 NFT as a binary variable

For hypotheses 1 up until 4, the main proposed effect is that the NFT score (binary) affects purchase intention, perceived quality, frustration and confidence in judgement (interval). To analyze this effect, the independent samples t-test is used. The interaction effects between NFT score and information provision proposed in hypotheses 1 up until 4 are subsequently tested using two-way ANOVA and supplemented with regressions adding control variables. Hypothesis 5 proposes an effect of the level of risk attitude (interval) on the NFT score (binary), implying the need for a binary logistic regression. All of the specific hypotheses, the tests used and corresponding statistical null hypotheses when NFT is coded as a binary variable can be found in Appendix J.

3.8.2 NFT as an ordinal variable

The main proposed effect of hypotheses 1 up until 4 includes the NFT score (ordinal) as the independent variable which is hypothesized to affect purchase intention, perceived quality, frustration and confidence in judgement (interval). In order to analyze this effect, a one-way ANOVA is performed. A two-way ANOVA is employed to test the interaction effect in hypotheses 1 up until 4. For hypothesis 5, an ordered logistic regression is preferred as we test for the effect of risk attitude (interval) on the NFT score (ordinal). All of the specific hypotheses, the tests used and corresponding statistical null hypotheses when NFT is coded as an ordinal variable can be found in Appendix K.

3.8.3 NFT as a continuous variable

In this case, a simple linear regression including all interactions would suffice to test all the proposed effects of hypothesis 1 up until 4. Subsequently, hypothesis 5 will also be tested using linear regression, as we are interested in the effect of risk attitude (interval) on NFT (interval). All of the specific hypotheses, the tests used and corresponding statistical null hypotheses when NFT is coded as a continuous variable can be found in Appendix L.

4. Results

Before diving in to the results, the expected effects of the hypotheses are once more briefly discussed to give an overview of the expectations. The main proposed effect regarding the first four hypotheses is that individuals high in instrumental NFT are negatively affected when touch is unavailable, expecting lower purchase intention (H1A), lower perceived quality (H2A), higher frustration during evaluation (H3A) and lower confidence in judgement (H4A) compared to individuals with low instrumental NFT. These main effects are expected to be present for both products. For the second part (B), providing detailed instrumental haptic information on the action camera (weight) is expected to moderate these negative effects on the product judgements. Contrasting, this moderating effect is not expected to manifest when providing detailed autotelic haptic information (softness) on the sweater, based on previous work by Peck and Childers (2003b). As for part C, providing information in a structured manner (bullet-points) is additionally expected to moderate the negative effects specified in part A for individuals high in instrumental NFT based on the work by Yazdanparast and Spears (2012), opposed to providing information in narrative format. Lastly, part A of the fifth hypothesis expects a relationship between risk aversion and instrumental need for touch, whereas part B does not expect this relationship to be present for autotelic need for touch.

4.1 Effects of NFT as a binary variable

Individuals are categorized as either high or low in instrumental NFT, based on a median split in scores. Individuals are classified as having low instrumental NFT when scoring at or below 2, whereas individuals scoring higher than 2 are classified as having high instrumental NFT[10]. The main effects are formally tested using independent samples t-tests, producing the following results. For an overview, see Appendix M1.

Purchase intention (H1A): Looking at the sweater, the mean purchase intention of individuals low in instrumental NFT (M=3.35) did not differ significantly from the

[10] For the majority of the discussed results, the terms low NFT or high NFT refer to the instrumental dimension (unless explicitly specified), not to the overall (combined) measure of instrumental and autotelic NFT.

mean purchase intention of individuals high in instrumental NFT (M=3.36) at the 5% significance level (p=0.958). The difference in mean purchase intentions regarding the action camera of low (M=4.04) versus high (M=4.22) instrumental NFT individuals was neither significant at the 5% level (p= 0.465).

Perceived quality (H2A): High instrumental NFT individuals (M=3.80) did not perceive the sweater as having lower quality compared to individuals with low instrumental NFT (M=3.65) at the 5% significance level (p=0.337). For the action camera, an equal result was found (M=3.63 for low instrumental NFT group, M=3.75 for high instrumental NFT group, p=0.543). In addition, for both the sweater and camera, no significant differences in means were found at the 5% significance level regarding the product attributes (M=3.83 for low group, M=4.04 for high group, p=0.286 for softness and M=4.11 for low group, M=4.24 for high group, p=0.437 for weight).

Frustration during evaluation (H3A): Unexpectedly, the mean frustration for low instrumental NFT individuals is higher (M=2.72) than for high instrumental NFT individuals (M=2.41) when examining the sweater. However, this difference is not found to be significant at the 5% level (p=0.358). Concerning the action camera, frustration during evaluation is nearly equal for both the low (M=2.56) and high (M=2.57) NFT group (p=0.971).

Confidence in judgement (H4A): Another unexpected finding is that the mean confidence measure when evaluating the sweater is higher for the high instrumental NFT group (M=4.98) than for the low group (M=4.80), although this difference is statistically insignificant at the 5% level (p=0.469). The confidence measure for the action camera shows a more expected pattern, with the low instrumental NFT group producing a mean of 5.02 versus a lower mean of 4.71 for the high group. Nonetheless, the difference in means between these two groups is not significant at the 5% significance level (p=0.234).

Discussion

Based on the discussed findings, when NFT is coded as a binary variable the main expected effects of hypothesis 1 up until 4 are not established. Generally speaking, being classified as high in instrumental NFT (opposed to being classified as having low instrumental NFT) did not negatively affect product judgements when unable to touch.

Even though the main negative effects are not established, providing detailed haptic information might influence the judgements of high NFT individuals differently opposed to low NFT individuals. These results are discussed in the following section (see Appendix M2 for an overview).

4.1.1 Moderating effects of information content with NFT as a binary variable

Purchase intention (H1B): Providing written instrumental haptic information on the action camera did not significantly moderate purchase intentions at the 5% level for individuals high in instrumental NFT compared to information on overall design (M=4.14 for haptic information, M=4.33 for overall design, p=0.500). Providing written autotelic information on the sweater compared to information on overall design did however increase purchase intention for high NFT individuals (M=3.60 for autotelic information and M=3.05 for overall design), this effect appears negligible as it is not significant at the 5% level (p=0.633).

Perceived quality (H2B): For the action camera, providing written instrumental haptic information was not found to significantly moderate perceived quality score at the 5% level for individuals high in NFT, compared to information on overall design (M=3.66 for haptic information, M=3.86 for overall design, p=0.367). Aligning with the results found for purchase intention, perceived quality increases when providing high instrumental NFT individuals with written autotelic information (M=3.90) compared to providing information on overall design (M=3.68). Nonetheless, the moderating effect was found to be insignificant at the 5% significance level (p=0.403).

Concerning the attribute beliefs of both products, some interesting effects were established. Providing written autotelic information on the sweater significantly decreases (increases) the belief of softness at the 5% level for high (low) NFT individuals compared to providing information on overall design (M=4.23 for information on overall design, M=3.90 for written autotelic information for high NFT

individuals, M=3.60 for information on overall design, M=4.13 for written autotelic information for low NFT individuals, p=0.027). This finding implies that, depending on the classification in high or low NFT, the individuals respond in opposite direction to written autotelic haptic information (see figure 1 below).

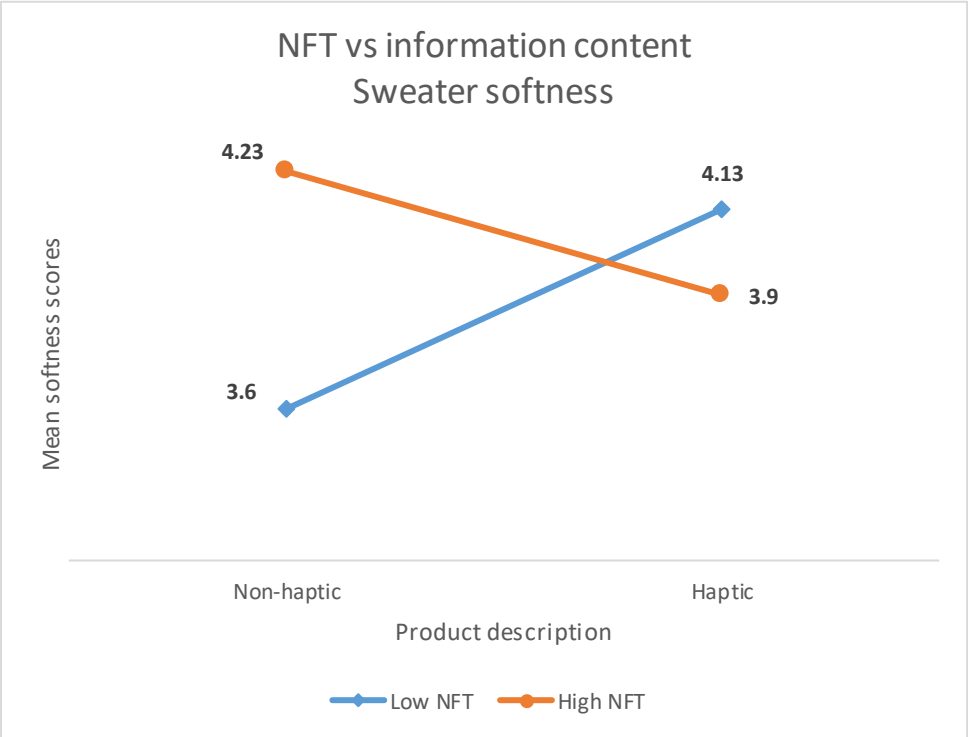


Figure 1. The effect of information content on perceived softness for high and low NFT individuals

For the action camera, only a main effect (but no moderation effect with NFT) for providing written instrumental information was found on product attribute beliefs, presented in figure 2 on the next page. (M=4.00 for overall design, M=4.34 for written instrumental information, p=0.043 for the main effect of information content; M=4.14 for overall design, M=4.31 for written instrumental information, p=0.343 for the interaction between information content and NFT score). This implies that there is a positive main effect of providing instrumental written information on the belief regarding weight, but that this effect is independent of being classified as high or low instrumental NFT. It should be noted that the effect is stronger for low NFT individuals compared to high NFT individuals.

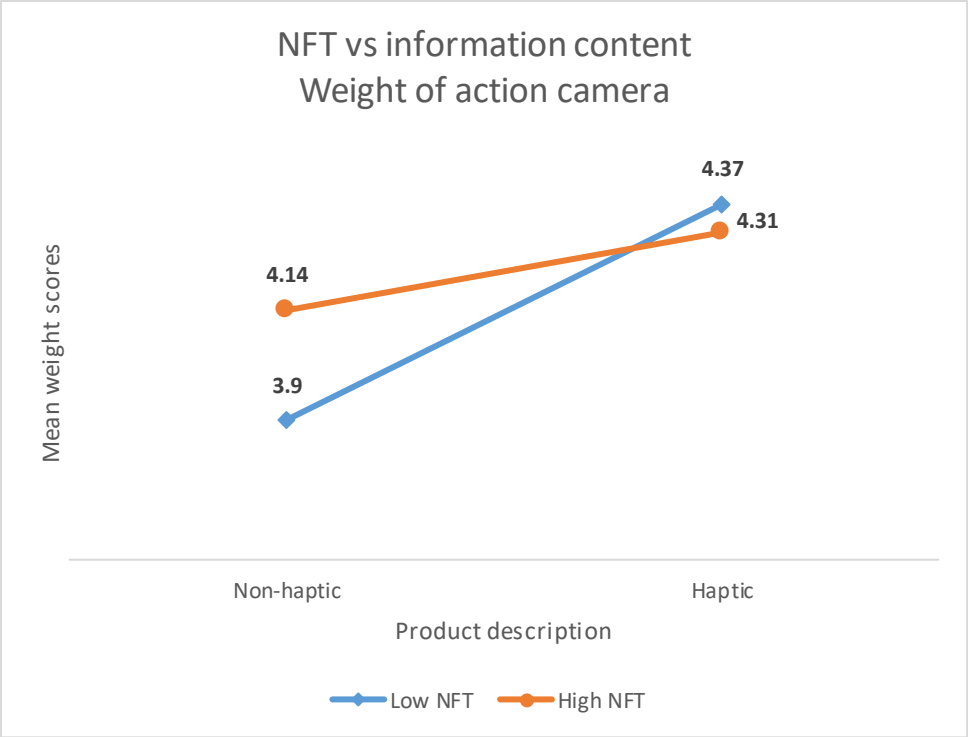


Figure 2. The effect of information content on perceived weight for high and low NFT individuals

Frustration during evaluation (H3B): The mean frustration during evaluation for the sweater did not decrease significantly when providing written autotelic haptic information (M=2.28) compared to providing information on overall design (M=2.59) for high instrumental NFT individuals, as the interaction effect between NFT and information content was found to be insignificant at the 5% level (p=0.901). Incongruent with the expectations is that no significant moderation effect of instrumental written haptic information and NFT score on frustration is established at the 5% level (M=2.59 for overall design, M=2.55 for instrumental haptic information, p=0.417).

Confidence in judgement (H4B): Mean confidence scores for the sweater were nearly equal for autotelic written information (M=5.00) and information on overall design (M=4.95) for high instrumental NFT individuals. The interaction term between NFT and autotelic haptic information of the sweater was not found to be significant at the 5% level (p=0.196), complying with the findings of Peck and Childers (2003b). Unexpectedly, the same conclusions hold for the action camera. No significant interaction effect was established between instrumental NFT and information content (p=0.746), with mean confidence scores of 4.66 (overall design) and 4.76 (written instrumental haptic information).

Discussion

When coding NFT as a binary variable, providing instrumental or autotelic haptic information was not found to moderate purchase intentions, product quality beliefs, frustration during evaluation or confidence in judgement for both products. A moderating effect between NFT classification and providing written autotelic information on product attribute beliefs (softness) was established. When written autotelic information was provided to individuals high in NFT regarding the softness of the sweater (as opposed to information on overall design), ratings of softness significantly decreased, whereas for individuals low in NFT written autotelic information significantly increased beliefs of softness. In addition, a positive main effect of instrumental haptic information on product beliefs was established, indicating that providing written instrumental information (weight) positively influences beliefs of this attribute regardless of the classification in NFT score.

The effects of information content on product judgements when NFT is coded as a binary variable have been addressed. Following these results, the possible moderating effects of providing information in list format are discussed (see Appendix M3 for an overview).

4.1.2 Moderating effects of information format with NFT as a binary variable

Purchase intention (H1C): The purchase intention of the action camera was not significantly affected by providing information in a structured manner as opposed to narrative form for individuals high in NFT at the 5% significance level (M=4.02 for bullet point format and M=4.56 for narrative format, p=0.187). The same directional effect was established for the sweater, with a higher mean for the narrative format (M=3.27 for the bullet-point format and M=3.51 for the narrative format for high NFT individuals). However, the interaction term between information format and NFT score was found to be insignificant at the 5% level (p=0.977), implying that information in bullet points does not moderate purchase intentions for high NFT individuals.

Perceived quality (H2C): No moderation effect of NFT and information format was established on perceived quality for the sweater at the 5% significance level (M=3.79 for narrative format, M=3.81 for bullet point format, p=0.519), nor for the camera (M=3.89 for narrative format, M=3.66 for bullet point format, p=0.693). In addition, for both products the attribute beliefs were not found to be moderated by providing information in bullet point format as opposed to narrative format for high NFT

individuals (sweater: M=3.95 for narrative format, M=4.09 for bullet point format, p=0.842; camera: M=4.37 for narrative format, M=4.16 for bullet point format, p=0.238).

Frustration during evaluation (H3C): Even though the mean frustration for the sweater was lower when information was provided in bullet point format (M=2.09) compared to narrative format (M=2.95) for high NFT individuals, no significant interaction effect was established at the 5% significance level (p=0.322). For the action camera, mean frustration scores were somewhat closer to each other (M=2.44 for bullet point format, M=2.79 for narrative format). Hence, no significant interaction between information format and instrumental NFT on frustration scores was established (p=0.971).

Confidence in judgement (H4C): Providing information in bullet point format did increase confidence in judgement for the sweater for high instrumental NFT individuals (M=4.74 for narrative form, and M=5.13 for bullet point format), however the interaction term between NFT and information format was found to be insignificant (p=0.741). Contrastingly, confidence in judgement for high instrumental NFT individuals decreased for the action camera when information was provided in bullet point format (M=4.59) as opposed to information being provided in narrative format (M=4.92). Nonetheless, the interaction term is insignificant at the 5% level (p=0.708), implying no significant moderation effect between information format and NFT.

Discussion

On the basis of the discussed results, we can conclude that providing information in bullet point format (as opposed to narrative format) does not moderate the relationship between NFT and product judgements. Individuals high in NFT are not found to alter product judgements when information is presented to them in a different way.

In addition to the performed two-way ANOVA's, several linear regressions were performed that included variables for information content and format, binary NFT score, several interaction terms and additional control variables. Overall, the regressions comply with the findings of the performed ANOVA's in terms of interaction effects. The most important findings will be discussed briefly (see Appendix M4 for an overview).

4.1.3 Additional analysis using linear regression

Hypothesis 1: Although no significant moderating effects were found for the variables of interest as the two-way ANOVA concluded, age was found to positively affect the purchase intention of the sweater with a coefficient of 0.143 (p=0.044).

Hypothesis 2: The significant moderating effect of written autotelic information and instrumental NFT on the attribute belief for the sweater (softness) established with the two-way ANOVA is not present in the linear regression at the 5% level (p=0.260). Contrasting, the dummy variable for information content is nearing significance (p=0.055) within this regression model. In addition, the main positive effect of instrumental haptic information on the attribute belief for the camera (weight) compared to information on overall design is replicated, with a coefficient of 0.490 (p=0.033).

Hypothesis 3: Regarding the frustration scores of the sweater, an increase in age with one is found to have a significant negative effect on the frustration score of 0.228 at the 5% level (p=0.014).

Hypothesis 4: Providing written autotelic information becomes a significant positive predictor at the 5% level of confidence in judgement with a coefficient of 0.737 (p=0.045), which implies a main effect of written autotelic information which was not established in the two-way ANOVA.

All of the findings regarding the first four hypotheses while coding NFT as a binary variable have been discussed. What remains are the results of the fifth hypothesis, concerning the relationship between proposed objective and subjective measures of risk attitude and instrumental and autotelic NFT score. As discussed, a binary logistic regression will be employed to test these hypotheses (see Appendix M5 for an overview).

4.1.4 The relationship between risk attitude and the binary NFT variable

First, the relationship between instrumental NFT and the objective measure of risk attitude will be explored. Based on the results of the the logistic regression, the measure for objective risk attitude is not found to be a significant predictor of the chances an individual is classified as low or high in instrumental NFT at the 5% level (p=0.719).

Following the objective measure, the two subjective measures for risk attitude

in general and risk attitude related to financials are explored. The general subjective measure for risk attitude is neither found to be a significant predictor of the chances an individual is classified as low or high in instrumental NFT at the 5% level (p=0.230). Contrastingly, the subjective financial measure of risk attitude is found to negatively influence the chances of being classified as high instrumental NFT at the 5% level (p=0.035) with a coefficient of 0.185[11]. The higher one places itself on this subjective dimension, the more risk seeking the individual sees him/herself in terms of financials. Hence, according to these results, individuals who identify themselves as more (less) financially risk seeking are more likely to be categorized as having low (high) NFT, which confirms the expected effect specified in H5A. Contrastingly, the discussed objective measure and subjective general measure of risk attitude do not significantly affect the chances of being in a specific instrumental NFT category.

Whereas hypothesis 5A expected a relationship between risk attitude and instrumental need for touch, hypothesis 5B does not expect a relationship between autotelic need for touch and risk attitude. The variable for instrumental and autotelic NFT is coded as a binary variable, where high and low participants are discriminated based on a median split. For the autotelic NFT, individuals scoring below or at the median of 0 are classified as low autotelics, whereas individuals scoring higher than the median are classified as high autotelics.

If we look at the objective risk attitude measure variable in the performed logistic regression, the null hypothesis is not rejected. A p-value of 0.810 indicates that the objective risk classification does not significantly influence the chances of being categorized as low or high in autotelic need for touch at the 5% level. The same results hold for the two subjective risk attitude measures, as p-values of 0.683 (general) and 0.250 (financial) for the subjective measures indicate that these subjective risk attitude measures do not significantly influence the chances of being categorized as low or high in autotelic need for touch at the 5% significance level.

An additional finding that was not hypothesized is the significant negative influence of being male (compared to female) on the probability of belonging to the group with high NFT, both for the autotelic and instrumental dimension (p-values of

[11] The reference category set for the logistic regression was the first category (the binary variable for instrumental NFT being 0), hence a negative significant coefficient implies a smaller chance to be in the other category.

$p<0.01$ for almost all logistic regressions). Hence, this implies that, on average, a female is more likely to be classified as having both high instrumental and autotelic need for touch. This finding is supported in the literature by the work of Workman and Cho (2011).

4.2 NFT as an ordinal variable

For this part of the analysis, the instrumental (or autotelic) NFT variable is coded as an ordinal variable with four categories. Based on Tukey's hinges, the first category consists of the individuals with the lowest instrumental NFT score, ranging from -18 up until -1. Scoring somewhat higher, individuals placed in category two scored between 0 up until 2 on the NFT scale. Individuals placed in the third category scored between 3 up until 7 and the remainder of participants scoring 8 up until 17 were placed in the highest and last category. The hypotheses are formally tested using one-way ANOVA, for which the results will be discussed in the following sections. As the results of these tests can become somewhat cluttered when stating all means for the four specified categories for every hypothesis, the majority is presented in the appendix instead. Hence, see Appendix N1 for an overview.

4.2.1 Main effects with NFT as an ordinal variable

Purchase intention (H1A): Looking at purchase intention concerning the sweater, the performed one-way ANOVA indicates that there is no difference in mean purchase intention between the four specified groups at the 5% significance level (p=0.790). For the action camera, the mean purchase intention neither differs between the groups at the 5% significance level (p=0.646).

Perceived quality (H2A): The performed one-way ANOVA implies that there is a weak significant difference in perceived attribute (softness) of the sweater between the four specified categories (p=0.079). The mean perceived softness of the individuals in the highest instrumental NFT group was the highest, shown in (M=4.15 compared to M=3.67 for the lowest category, M=3.63 for category two and M=3.58 for category three). This is contrasting to the expectations, as the lack of prior physical examination for individuals high(est) in instrumental NFT was expected to decrease the perceived softness. For the action camera, no significant differences in mean product attribute scores are found at the 5% significance level between the four groups (p=0.660). The mean perception of quality did not differ significantly for both products at the 5% significance level (p=0.842 for both the camera and the sweater).

Frustration during evaluation (H3A): For both the sweater and the action camera, the mean frustration during evaluation did not differ significantly between the

four specified categories of instrumental NFT at the 5% significance level (p=0.820 for the sweater, p=0.952 for the action camera).

Confidence in judgement (H4A): Amongst all categories of the instrumental NFT score, the mean confidence in judgement was not found to differ significantly for both the sweater and the action camera at the 5% significance level (p=0.875 for the sweater, p=0.230 for the action camera).

Discussion

The results obtained are, for the majority, in line with the main effects when NFT was coded as a binary variable. Only the perceived softness of the sweater was found to (weakly) differ between the four specified groups, an effect not established with the binary NFT variable. The highest mean perceived softness was produced by the individuals highest in need for touch, which is in contrast with the expectations (Peck & Childers, 2003b).

The next step is to study the possible moderation effects between instrumental NFT categorization and the provision of written haptic instrumental and autotelic information on product judgements. The proposed moderation effect is tested using two-way ANOVA and linear regression including control variables, see Appendix N2 for an overview.

4.2.2 Moderating effects of information content with NFT as an ordinal variable

Purchase intention (H1B): The proposed moderating effect is not supported by the analysis for the action camera, as the interaction variable between haptic information and NFT in the two-way ANOVA is found to be insignificant at the 5% significance level (p=0.856). Providing detailed autotelic information as opposed to providing information on overall design neither significantly influenced purchase intentions regarding the sweater at the 5% significance level (p=0.966).

Perceived quality (H2B): Concerning the perceived quality of the camera, no moderating effect of information format and NFT score is established at the 5% significance level (p=0.721). As expected, no interaction effect between NFT and information content was established for the perceived quality of the sweater (p=0.252) either. However, a weak main effect of providing detailed written autotelic information (as opposed to providing information on overall design) was found with respect to the

perceived quality of the sweater (p=0.055), shown in figure 3. The obtained quality means imply that providing detailed information on softness increases the mean quality scores regardless of the NFT classification of an individual. Confirming the results of H2A, the categories of instrumental NFT are found to have a weak significant influence on mean quality scores (p=0.078).

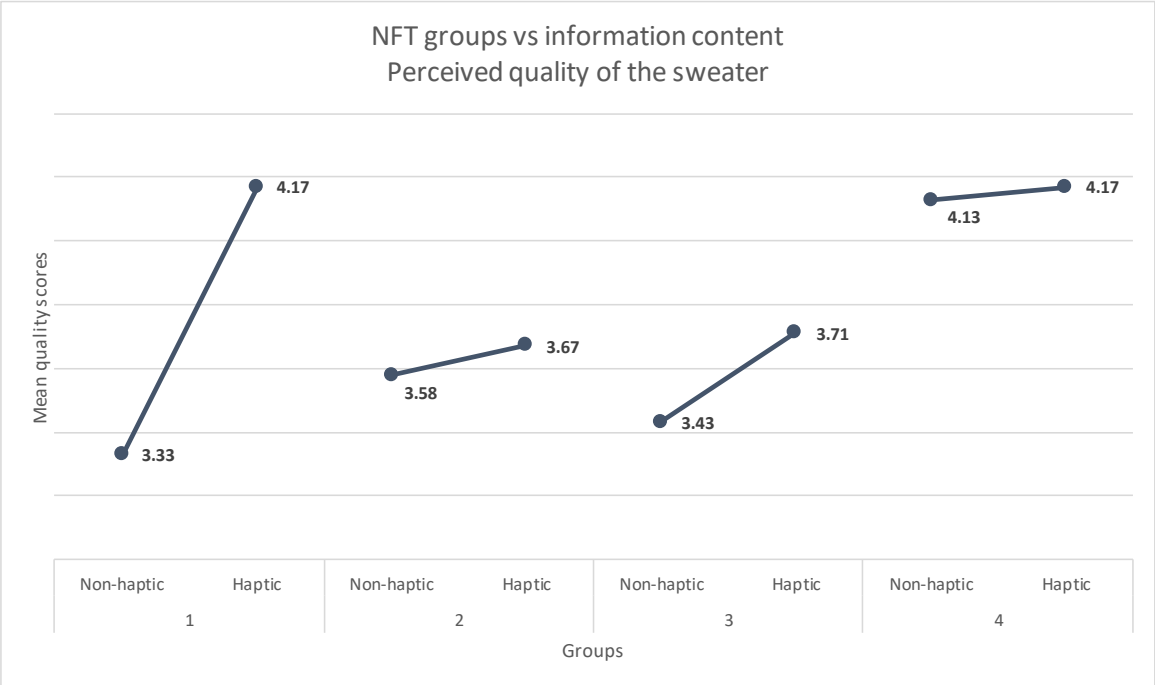


Figure 3. Perceived quality of the sweater for all four categories of NFT for haptic vs non-haptic description

With respect to the perceived product attributes, some interesting effects were established during the analysis. Although an interaction between information content and categorical NFT score was neither established on the perceived weight of the camera, a weak main effect of instrumental information was found (p=0.071), shown in figure 4 on the next page. Providing detailed instrumental haptic information on the low weight of the camera is found to positively influence the perception of the camera being very light, but this is independent of the classification in instrumental NFT (although it should be stipulated that this is a weak effect), although negatively influencing this perception for the individuals in the highest NFT group.

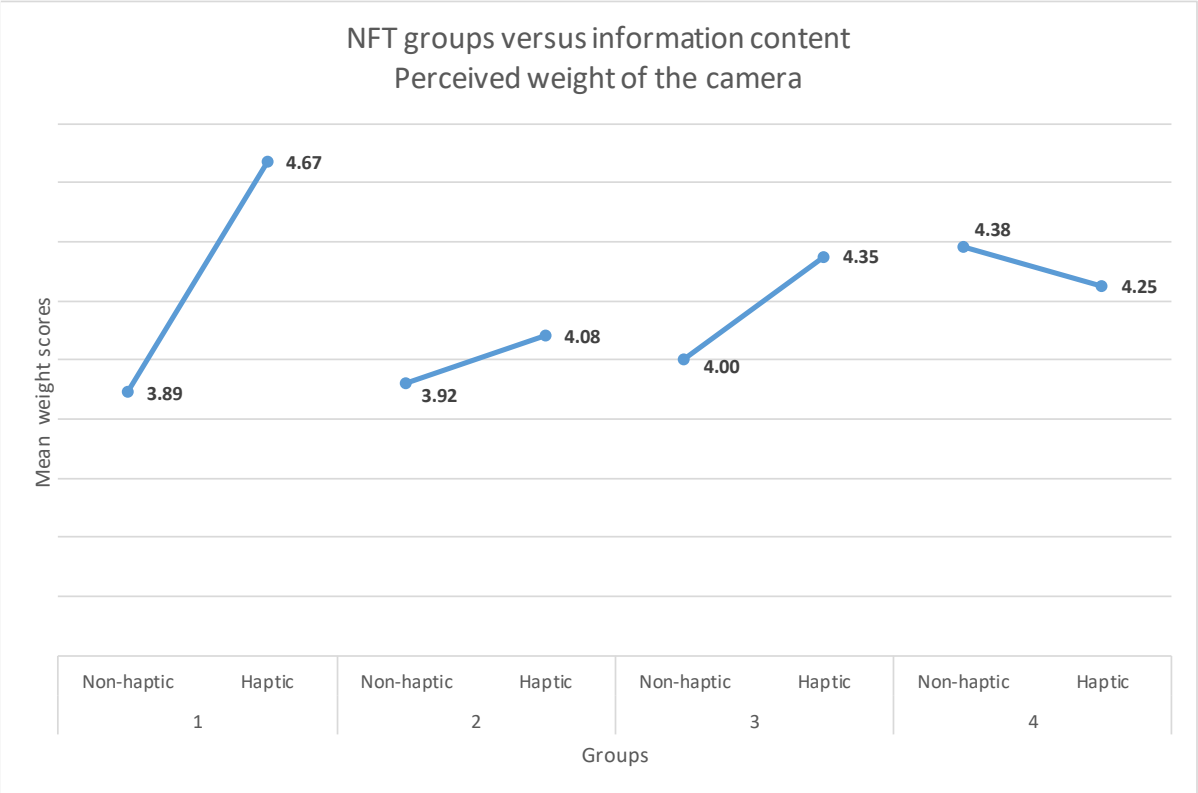


Figure 4. Perceived weight of the camera for all four categories of NFT for haptic vs non-haptic description

Concerning the sweater, the established weak significant interaction effect between information content and NFT when NFT is coded as a binary variable is replicated. Hence, the perception of softness is weakly significantly affected by an interaction between written haptic autotelic information and the categorical variable for instrumental NFT (p=0.059), shown in figure 5 on the next page. Complying with previous findings, providing written autotelic information on the sweater weakly decreases (increases) the belief of softness for the two highest (lowest) groups of instrumental NFT.

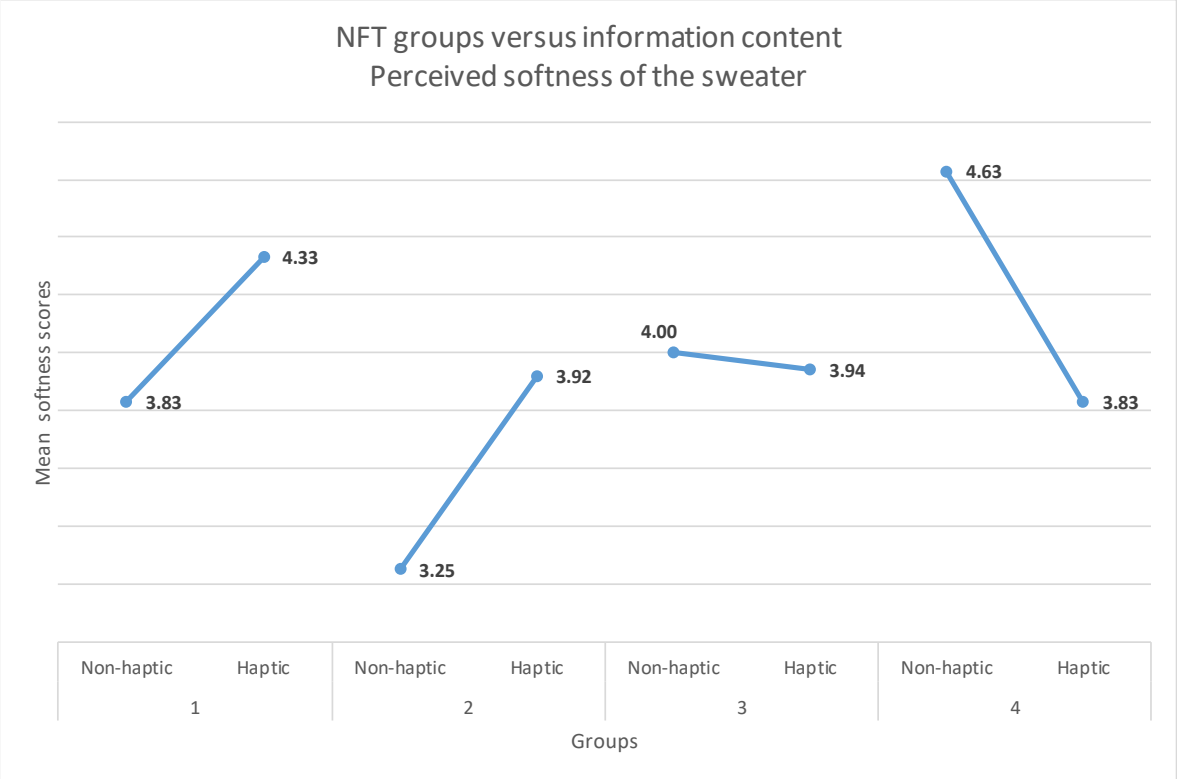


Figure 5. The perceived softness of the sweater for all four categories of NFT for haptic vs non-haptic description

Frustration during evaluation (H3B): No significant interaction between written instrumental or autotelic information and the four specified categories of NFT was established at the 5% significance level (p=0.621 for the sweater, p=0.851 for the camera).

Confidence in judgement (H4B): The interaction effect of information content and NFT classification was not found to significantly influence confidence in judgement for both the sweater nor the action camera (p=0.322 for the sweater, p=0.439 for the action camera).

Discussion

Coding the instrumental NFT as a categorical variable does not alter the results obtained regarding a possible moderating effect of haptic information (compared to the binary variable). Hence, the moderating effect of autotelic information and NFT on perceived softness of the sweater is established in both analyses. The weak main positive effect of instrumental haptic information on perceived weight is also replicated. Moreover, the results obtained regarding the perceived quality are in line with those obtained in H2A, where the categorical NFT variable is found to (weakly) affect mean quality scores, albeit in a different direction than expected. One additional effect was

obtained through the moderation analysis, being the weak main effect of providing written haptic autotelic information on the perception of quality for the sweater. Hence, providing detailed haptic information on softness increased mean quality scores, independent of the classification in NFT.

The next part of the analysis looks at the effect of the way information is presented: either in narrative form or in bullet-points. Appendix N3 provides an overview of the produced results.

4.2.3 Moderating effects of information format with NFT as an ordinal variable

Purchase intention (H1C): The proposed moderating effect is not supported by the analysis for the action camera, as no significant interaction between information format and NFT score is established at the 5% significance level (p=0.477). For the sweater, the interaction term was neither found to have a significant influence on purchase intentions at the 5% significance level (p=0.744).

Perceived quality (H2C): The perceived quality scores of the sweater and the action camera are not significantly moderated by the categorical instrumental NFT variable and providing information in a bullet-point format at the 5% significance level (p=0.712 for the sweater, p=0.623 for the action camera). However, a weak main effect of NFT on the perceived quality of the sweater is established (p=0.096). In addition, no moderation effect was established regarding the softness of the sweater at the 5% significance level (p=0.962). Contrastingly, a significant interaction effect of information format and categorical NFT score is found regarding the perception of weight for the camera at the 5% significance level (p=0.026), shown in figure 6 on the next page. For individuals classified as both the highest or the lowest in NFT, providing information in a bullet point format (as opposed to narrative format) increases the perception of the camera being very light. Contrastingly, for groups two and three, providing information in a bullet point format (as opposed to narrative format) decreases the perceptions of the camera being light.

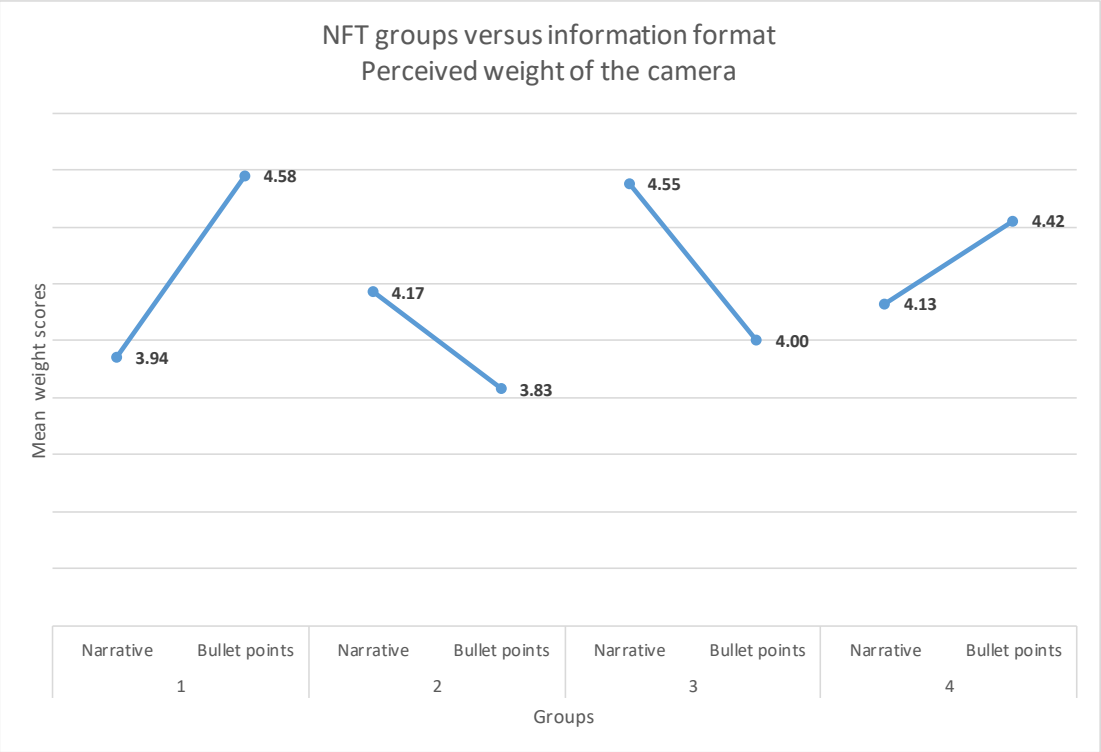


Figure 6. The perceived weight of the camera for the four categories of NFT for narrative vs bullet points information format

Frustration during evaluation (H3C): No significant interaction between providing information in a bullet-point format or narrative format and the four specified categories of NFT was established at the 5% significance level (p=0.802 for the sweater, p=0.413 for the camera).

Confidence in judgement (H4C): The interaction effect of information content and NFT classification was not found to significantly influence confidence in judgement for both the sweater nor the action camera (p=0.453 for the sweater, p=0.887 for the action camera). However, a weak main effect of providing information in a bullet-point format on confidence in judgement was established for the action camera (p=0.099). The mean confidence scores in figure 7 on the next page imply that providing information in a bullet point format weakly negatively influenced confidence in judgement for the action camera.

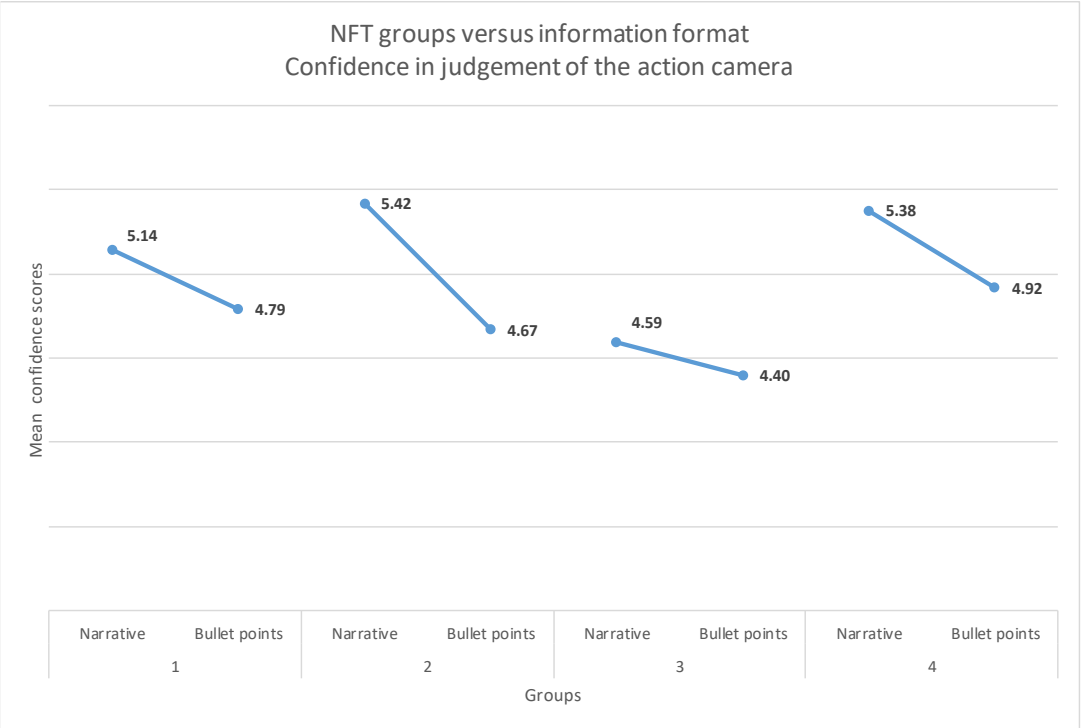


Figure 7. Confidence in judgement for the action camera for all four categories of NFT for narrative vs bullet points information format

Discussion

When NFT was coded as a binary variable, none of the performed tests showed any effect on product judgements of providing information in bullet points as opposed to providing information in narrative format. Contrastingly, when coding NFT as a categorical variable, an interaction effect between NFT category and information format was established regarding the weight of the camera. The lowest and highest NFT group were positively influenced in their attribute scores when information was displayed in a bullet point format, whereas an opposite negative effect was established for the two middle groups. This may also explain why this effect was not established when NFT was coded as a binary variable, as the two highest and lowest groups would be combined which display opposite effects. Moreover, a weak main negative effect of providing information in bullet points as opposed to narrative format was established on confidence in judgement of the action camera.

In addition to the performed two-way ANOVA's, several linear regressions were performed including variables for information content and format, NFT score, several interaction terms and additional control variables. In general, the regressions produce results that comply with the previously discussed findings. Hence, the most important and contrasting findings will be discussed briefly (see Appendix N4 for an overview).

4.2.4 Additional moderation analysis using linear regression

Hypothesis 1: No significant interactions between the instrumental NFT categories and information content and/or format are established. However, age is found to positively influence purchase intentions of the sweater with a coefficient of 0.146 (p=0.042). In addition, having higher education is found to weakly negatively influence the purchase intentions of the sweater (p=0.085).

Hypothesis 2: Providing written autotelic haptic information as opposed to information on overall design is found to weakly positively affect the quality score of the sweater with a coefficient of 0.675 (p=0.087). The same effect is established regarding the perceived softness of the sweater, where providing written autotelic haptic information significantly increases the perception of the sweater being soft with 0.998 at the 5% significance level (p=0.040). Unexpectedly, being categorized as having higher instrumental NFT weakly positively influences the perception of the action camera being lighter (p=0.083). In addition, the camera is significantly perceived as lighter (at the 5% significance level) when instrumental haptic information is provided as opposed to information on overall design (p=0.016).

Hypothesis 3: Concerning the sweater, an increase in age with one is found to negatively influence the frustration during evaluation with 0.229 at the 5% significance level (p=0.015).

Hypothesis 4: Providing written autotelic haptic information as opposed to information on overall design is found to weakly positively affect the confidence in judgement regarding the sweater with a coefficient of 1.179 (p=0.067). Concerning the camera, being female as opposed to male is weakly negatively influenced the confidence in judgement with a coefficient of 0.502 (p=0.068).

The results when coding NFT as a categorical variable have been discussed for the first four hypothesis. The fifth hypothesis remains, exploring the relationship between NFT and the proposed subjective and objective measures of risk attitude. As discussed, an ordered logistic regression will be employed to test these hypotheses (see Appendix N5 for an overview).

4.2.5 The relationship between risk attitude and the ordinal NFT variable

The results of the ordered logistic regression coincide with those of the previously performed binary logistic regression. Hence, the objective measure for risk attitude is not found to be a significant predictor of the chances an individual is

classified in one of the four categories of instrumental need for touch at the 5% level (p=0.704). In addition, the subjective measure for general risk attitude is neither found to be a significant predictor of these chances (p=0.587). The subjective measure for financial risk attitude is found to be a weak negative predictor of the chances of being classified as lower instrumental NFT (p=0.078). A higher score on the subjective measure implies that individuals see themselves as more risk seeking, which would imply a lower NFT score based on the expectation. This weak established effect confirms the expectation specified in H5A, where individuals with higher risk aversion are expected to possess lower instrumental NFT. The negative coefficient found implies that individuals who identify themselves as more (less) financially risk seeking have higher chances to be categorized as having lower (higher) NFT.

Concerning the second part of the fifth hypothesis, the relationship between autotelic NFT and risk attitude is examined. The continuous autotelic NFT score is transformed into an ordinal variable based on Tukey's hinges, resulting in the following categorization. The lowest group of autotelics scored between -18 up until -7, categorized as group 1. The second group scored between -6 up until 0 on autotelic NFT, whereas group three scored between 1 up until 5. The highest scoring group scored from 6 up until 16, which was classified as group four. The implications of the ordinal logistic regression comply with the findings of the performed binary logistic regression. The objective measure for risk attitude and the two subjective measures of risk attitude are not found to be significant predictors of the probability that an individual is classified in one of the four pre-specified categories of autotelic NFT at the 5% level (p=0.645 for the objective measure, p=0.209 for the subjective financial measure and p=0.851 for the subjective general measure).

Some additional (weak) unhypothesized predictors of both instrumental and autotelic NFT score were established, which are briefly discussed. Complying with the binary logistic regression performed, being male (as opposed to being female) significantly decreases the probability of belonging to a higher category of instrumental and autotelic NFT at the 5% level in all performed regressions (for autotelic NFT, all $p<0.01$; for instrumental NFT, all $p<0.05$). This coincides with the previous findings of Cho and Workman (2011). In addition, in one of the performed regressions age is found to be a weak positive predictor of being classified as higher in instrumental NFT (p=0.088). This implies that, for that particular regression, being older weakly positively influences the probability of being in a higher category of instrumental NFT.

4.3 NFT as a continuous variable

The proposed effects for all the hypotheses should be somewhat clear by now and will therefore not be repeated. Important to stipulate is that for this part of the analysis, NFT score is coded as it is obtained from the NFT questionnaire (Peck and Childers, 2003a). Hence, individuals rated statements from strongly disagree (coded as -3) to strongly agree (coded as +3). Adding up the scores for all six questions of both the instrumental and autotelic part of the questionnaire results in the NFT score. The minimum obtained score for the instrumental NFT is -18, whereas the maximum score obtained is +17. In order to test the proposed effects specified in the hypotheses, linear regressions are performed[12]. As the performed linear regressions include the NFT score as well as the interaction terms between information provision and NFT score and also include control variables, the results will be discussed for each hypothesis separately. For an overview of the results of the first hypothesis, see Appendix O1.

4.3.1 Examining the effects of instrumental NFT score and information provision on purchase intention

The instrumental NFT score is not found to be a significant predictor of purchase intentions of the sweater at the 5% significance level, complying with the results when NFT was coded as a binary or categorical variable (p=0.320). In addition, the interaction terms included between NFT and haptic information (p=0.324), NFT and information in bullet-point format (p=0.448) are neither found to be significant predictors of the purchase intention of the sweater at the 5% significance level. An unhypothesized finding is that increasing age has a weak positive effect on purchase intentions with a coefficient of 0.136 (p=0.057).

Regarding the purchase intention of the action camera, none of the included variables of interest were found to have a significant effect at the 5% significance level (p=0.608 for NFT score, p=0.139 for the interaction between NFT and information content, p=0.552 for the interaction between NFT and information format).

[12] Nearly all of the performed models poorly predict the variables of interest, based on low adjusted R Square and insignificance of the model itself following from ANOVA. To enhance readability, these numbers will therefore not be explicitly mentioned but can be found in Appendix O.

Discussion

When NFT is coded as a continuous variable, purchase intention of both products is not found to be affected by the height of the NFT score. Moreover, providing instrumental or autotelic information and the format in which this information was presented did not affect purchase intentions. Overall, we can conclude that purchase intention appears to be unaffected by the included variables of interest.

The next section covers the effect of instrumental NFT score and information provision on the perceived quality and attribute levels of both the sweater and the action camera. See Appendix O2 for an overview.

4.3.2 Examining the effects of instrumental NFT score and information provision on perceived quality and attribute

In the previous analysis, the second hypothesis included both perceived quality and perceived attribute level, which leads to a total of four linear regression models to be discussed. A higher instrumental NFT score is not found to have a negative effect on the perceived quality of the sweater at the 5% significance level (p=0.399). The included interaction terms between haptic information and NFT (p=0.515), NFT and bullet-point formatted information (p=0.506) were neither found to have a significant effect on the perceived quality of the sweater at the 5% level. Even though no interaction between NFT and autotelic haptic information was found, a main effect of providing haptic information was established. Providing autotelic haptic information on the sweater (softness) positively affected perceived quality with a coefficient of 0.404 at the 5% significance level (p=0.024). The main effect of instrumental NFT was neither established on the attribute score of the sweater (softness) (p=0.412), nor were there moderating effects found between providing haptic information and NFT (p=0.321) or between providing information in bullet-point format and NFT (p=0.399) at the 5% significance level. Increasing age was furthermore found to negatively affect frustration with 0.216 at the 5% level (p=0.019).

The main expected negative effect of having higher instrumental NFT on perceived quality of the camera was not established (p=0.211). Moreover, providing detailed instrumental haptic information or providing information in bullet point format did not moderate this effect at the 5% level (p=0.685 for the interaction term between haptic information and NFT, p=0.831 for the interaction term between bullet point

information and NFT). Concerning the attribute score of the camera (weight), no negative main effect of having instrumental NFT was established at the 5% level (p=0.996). Providing detailed haptic information on this attribute did not moderate this proposed negative effect at the 5% significance level (p=0.665). However, providing detailed instrumental haptic information on weight is found to positively affect attribute scores with a coefficient of 0.468 at the 5% level (p=0.010). Equal to the findings on the sweater, the interaction term between information format and NFT score was not found to significantly predict the attribute score at the 5% level (p=0.502).

Discussion

Providing individuals with autotelic haptic information (softness) increased quality beliefs of the sweater regardless of the NFT score, but this effect was not established for the beliefs of softness. Contrastingly, providing individuals with instrumental haptic information did not affect quality beliefs of the action camera but did affect weight perception. Perhaps the explicit mention of softness of a sweater could be a better predictor in general for the quality of the product than the weight of the action camera is.

The next section will discuss the relationship between NFT score and frustration during evaluation, while testing for a moderation effect of information content and the way information is displayed. For an overview of the results, see Appendix O3.

4.3.3 Examining the effects of instrumental NFT score and information provision on frustration during evaluation

A positive effect of higher instrumental NFT on frustration during evaluation for the sweater is not established at the 5% significance level (p=0.997). As expected, the interaction term between instrumental NFT and autotelic haptic information on the sweater is insignificant at the 5% level (p=0.152). A weak negative moderating effect when providing information in bullet point format (as opposed to narrative format) and instrumental NFT (p=0.072) is found with a coefficient of 0.137, confirming the expected effect of hypothesis 3C. Moreover, the included three-way interaction term between information content, format and instrumental NFT score is found to increase frustration during evaluation with a coefficient of 0.180 (p=0.084). The additional insignificant main effects of information content (p=0.155) and information format at the 5% level (p=0.122) let us conclude the following. Providing information in bullet

point format (weakly) decreases frustration during evaluation for individuals higher in NFT, but this negative effect is reversed when the information provided contains detailed autotelic information instead of information on overall design.

Contrasting the expectations of hypothesis 3A, higher instrumental NFT score is not found to affect the frustration during evaluation of the action camera at the 5% level (p=0.908). Moreover, the expected moderating effects of NFT score and information content and format are neither confirmed at the 5% level (p=0.968 for the interaction term between NFT and information content, p=0.957 for the interaction term between NFT and information format).

Discussion

Surprisingly and incoherent with the other findings, both a weak (negative) interaction between NFT information content and a weak (positive) interaction between NFT, information content and information was established. For those higher in instrumental NFT, autotelic information in bullet points actually increases frustration scores, while information presented in this way on overall design decreases these scores.

The coming paragraph is interested in the relationship between the continuous NFT score, information provision and confidence in judgement of the products. For an overview of the results, see Appendix O4.

4.3.4 Examining the effects of instrumental NFT score and information provision on confidence in judgement

Confidence in judgement for the sweater is not found to be significantly influenced by the height of the instrumental NFT score at the 5% level (p=0.363). Coinciding with the expectations, this effect is not moderated by an interaction between providing detailed autotelic haptic information and NFT at the 5% level (p=0.470), although there is a weak positive main effect of providing autotelic information on confidence scores (p=0.058). The moderating effect of information format and instrumental NFT was neither established at the 5% significance level (p=0.921).

Concerning the action camera, none of the expected effects specified in hypothesis 4 were confirmed. Hence, instrumental NFT was not found to negatively

affect the confidence scores at the 5% significance level (p=0.336), and neither was this effect moderated by information content (p=0.334) nor information format (p=0.450). However, gender was found to have a weak negative influence on confidence in judgement of the action camera with a coefficient of 0.539 (p=0.054).

Discussion

The expected main and interaction effects of hypothesis 4 were not confirmed by the performed research. However, providing information on softness was found to weakly increase confidence scores regarding the judgement of the sweater regardless of NFT classification. This may indicate that, in general, confidence in judgement (weakly) increases when autotelic product information is presented.

All of the results regarding the first four hypotheses have been discussed. What remains is the fifth hypothesis, concerning the relationship between risk attitude and NFT. For an overview of the results, see Appendix O5.

4.3.5 The relationship between risk attitude and the continuous NFT variable

For the autotelic dimension of NFT, the minimum score obtained is -18 and the maximum entailed 16. The results of the performed linear regressions concerning the relationship between risk attitude and the continuous instrumental NFT score do not entirely coincide with the previous findings of the performed binary logistic and ordinal logistic regression. No significant relationship between objective risk classification or the subjective general measure of risk attitude and instrumental NFT score is established at the 5% significance level, which complies with the previous findings (p=0.966 for the objective measure, p=0.605 for the subjective general measure of risk attitude). However, the subjective measure for financial risk attitude is also not found to be a significant predictor of instrumental NFT score at the 5% level (p=0.107), which can be deemed incongruent with the results obtained from previous analysis. Although the subjective measure of financial risk attitude was found to be a significant predictor for a binary or categorical classification of instrumental NFT it does not predict the continuous NFT score.

For the second part of the fifth hypothesis, risk attitude was expected not to influence the height of the autotelic NFT scores. This expectation was confirmed by the performed analysis, as none of the measures for risk attitude significantly affected

the height of the autotelic NFT score ($p=0.606$ for the objective risk measure, $p=0.105$ for the subjective financial measure and $p=0.788$ for the subjective general measure of risk attitude). As established in previous analysis, being female (as opposed to being male) significantly increases both instrumental and autotelic NFT score ($p<0.01$ for all regressions of autotelic NFT score, $p<0.05$ for all regressions of instrumental NFT score), once again confirming the findings of Cho and Workman (2011).

5. Discussion, implications and limitations

According to the research by Peck and Childers (2003a), individuals have a varying need for touch and process haptic information differently. Two types of touch are defined: instrumental touch (touch with a pre-purchase goal) and autotelic touch (touching for pleasure). Overall, individuals higher in NFT experience a negative effect regarding product judgement when unable to touch. For individuals low in NFT, providing visual information is considered sufficient in order to evaluate the material properties of a product, but not for individuals high in NFT (Peck and Childers, 2003b). Individuals high in NFT may therefore be harder to persuade in the online environment, especially since the inability to touch has been appointed as a reason to deter from online shopping at all (Phillips et al., 1997). Previous research has used a median split to distinct between individuals high and low in NFT, but this is argued to increase type I and type II errors. Hence, the present study has used a median split as well as a categorical and continuous variant of the NFT score.

Peck and Childers (2003b) find that providing detailed instrumental information (weight) on a cellphone moderates the negative effect of the lack of touch for individuals high in NFT. Contrastingly, this effect was not established when providing written autotelic haptic information (softness) on a sweater. Individuals higher in NFT were furthermore found to prefer a more analytical, feature-by-feature processing style as opposed to individuals lower in NFT. The present study has tested for both the effects of information format and information content.

The last part of the present study is interested in the relationship between risk attitude and NFT. Although the relationship between risk attitude and online shopping intentions has been examined (Jiuan Tan, 1999; Bhatnagar, Misna and Rao, 2000; Park, Lennon and Stoel, 2005), this has not been related to the Need for Touch scale. Moreover, the risk measures used in the research exploring this relationship related to perceived financial or product risk. The present study proposed using an objective measure of risk attitude by Laury and Holt (2002), but also subjective measures of risk attitude as Dohmen et al. (2005) have used. The findings of the current study will be discussed, the limitations and implications will be addressed and recommendations for future research are provided.

5.1 Discussion and conclusion

In order to formulate an answer on the proposed research question, the empirical findings of the present study will be discussed in relation to the findings in the literature. Each hypothesis will be separately discussed, including the findings of all three measurement variants of the NFT variable (binary, categorical and continuous). It should be noted that in the discussion only the significant effects ($p<0.05$) will be discussed, while the weak effects are neglected.

5.1.1 Purchase intention

If we look at the results of the first hypothesis, none of the expected effects are confirmed by the analysis. Purchase intentions of both the sweater and the action camera did not differ among participants, regardless of classification in instrumental NFT. Moreover, providing the participants with instrumental or autotelic written information as opposed to overall design did not increase (or decrease) purchase intention for both products. Rodrigues et al. (2017) find a positive effect on purchase intentions of written autotelic information when provided by a peer, but this effect is not established when information is provided in a purchase-oriented environment. Peck and Childers (2003b) argued that autotelic information is more difficult to cope for in writing, but this is neither confirmed as the purchase intentions of both products were not influenced by providing instrumental or autotelic haptic information. Whether information was provided in bullet points or narrative form neither influenced purchase intentions, not supporting the argument that high NFT individuals use a more feature-by-feature analyzing style (Yazdanparast & Spears, 2012). Hence, none of the expected effects proposed in hypothesis 1 are established and is therefore rejected.

5.1.2 Perceived quality and attributes

The discussion of the second hypothesis is perhaps more interesting as it produces some effects providing room for discussion. The findings will be discussed for each part of the hypothesis (A, B or C) separately in order to formulate a complete answer. For part A, both quality and weight of the action camera nor the quality and softness of the sweater was perceived differently between participants. Hence, the analysis does not provide any evidence in favor of the fact that quality and attribute of both products were perceived differently by the individuals, based on the NFT score alone. Based on these findings, H2A is rejected and thus does not confirm the findings by San-Martín et al. (2017). However, San-Martín et al. (2017) have used just one

question to represent the instrumental NFT (instead of six), which may therefore not be a very representative measure of NFT overall.

Looking at the effect of written haptic information, a main effect of autotelic haptic written information was established on the perceived quality of the sweater when NFT was coded as a continuous variable, which was not hypothesized. Hence, providing written autotelic haptic information (softness) increased perceived quality of the sweater, regardless of an individual's instrumental NFT. Grohman et al. (2007) argued that touch could be a predictive measure material properties which could be relevant to product performance. In this case, providing autotelic information (instead to information on overall design) was perhaps able to replace the lack of sensory input. In addition, providing written instrumental information (weight) as opposed to information on overall design regarding the action camera positively influences the perceptions of the camera being light, independent of NFT classification. This effect was established regardless of the measurement variant of instrumental NFT.

According to the regression when NFT was coded as a categorical variable, a main positive effect of providing written autotelic information as opposed to information on overall design on beliefs of softness was found, regardless of classification in instrumental NFT. A contrasting interaction effect when NFT was coded as a binary variable was established: one between instrumental NFT and autotelic written information. It appears that providing written autotelic information increased beliefs of softness for individuals classified as low in instrumental NFT, while decreasing beliefs of softness for individuals high in instrumental NFT. In other words, we may conclude that written autotelic information is so effective in increasing beliefs of softness for low instrumental NFT individuals that it may have overshadowed the negative effects on beliefs of softness for individuals high in instrumental NFT when NFT was coded as a binary variable. The main argument in H2B revolved around the moderating effects of information content regarding the action camera, which were not established: H2B is therefore rejected.

As far as the effect of information format is concerned, only one effect is established. The categorical instrumental NFT variable was found to interact with information format. Hence, for the highest and the lowest instrumental NFT groups, beliefs of the action camera being low weight increased when information was provided in a bullet-point format as opposed to narrative format. Contrasting, the

camera was perceived to be heavier when information was provided in a bullet-point format as opposed to narrative format for the middle two groups in terms of instrumental NFT. The direction of this effect partially confirms H2C, as providing written instrumental information positively increased beliefs of low weight for individuals highest in NFT when unable to touch. Nonetheless, this effect is only present when instrumental NFT was coded as a categorical variable, indicating that H2C is partially rejected.

5.1.3 Frustration during evaluation

Although frustration during evaluation significantly differed between participants low and high in NFT in previous studies (Peck and Childers, 2003b; Nuszbaum et al., 2010), this was not established in the present study. Moreover, a higher frustration was neither established when NFT was coded as a categorical or continuous variable. Providing detailed instrumental or autotelic information and whether this information was provided in narrative of bullet point format neither moderated frustration scores. Therefore, H3 is rejected entirely.

5.1.4 Confidence in judgement

The main expected negative effect of higher instrumental NFT on confidence in judgement was neither established in the analysis. In addition, this relationship was neither influenced by providing detailed haptic information nor by information format. These findings do not coincide with the expected effects formulated in H4 based on previous findings by Peck and Childers (2003b) and Nuszbum et al. (2010). Therefore, the fourth hypothesis is rejected.

5.1.5 Risk attitude and NFT

Hypothesis 5A is interested in the relationship between instrumental NFT and the proposed measures for risk attitude. According to the binary logistic regression, the financial subjective measure for risk attitude is found to affect the chances to be categorized in one of the two categories of NFT. Hence, if an individual sees him/herself as more financially risk averse, chances are higher that this individual is also classified as high in NFT. This effect is weakly replicated when NFT is coded as a categorical variable with four categories and disappears when NFT is coded as

continuous. Moreover, this relationship is not established for the general measure of risk attitude or objective measure of risk attitude. Therefore, H5A is partially rejected.

Concerning H5B, none of the performed regression analysis indicated a relationship between autotelic NFT and risk attitude. This implies that H5B is not rejected. An unhypothesized finding, although confirming previous research by Cho and Workman (2011), is that females have higher instrumental and autotelic NFT compared to males.

5.2 General discussion and implications

Following from the discussion, we can overall conclude that the current study fails to replicate the general findings in the literature. The main research question is only partially confirmed by the results, as not all statistical methods employed reach equal conclusions. First and foremost, individuals high in instrumental NFT have not exerted more negative product evaluations nor were they less confident or more frustrated compared to individuals low in instrumental NFT when unable to touch. Even though these individuals have indicated that they prefer to touch products before purchase based on the NFT questionnaire (compared to low-NFT individuals), this has not significantly impacted product judgements.

One explanation for the absence of the proposed effects could be that the majority of the research discussed in the theoretical framework is relatively old. Hence, considering the enormous growth that e-commerce has enjoyed especially over the last couple of years, the use of touch has perhaps become less important for the current adolescent generation concerning product judgements[13]. They have grown into the use of the internet as a shopping channel: the large majority (97%) of the participants indicated that they have previously commenced in shopping over the internet. Moreover, the results provide some evidence that instrumental NFT is related to subjective financial risk. If an individual sees him/herself as more financially risk averse, the chances are higher that this individual is classified as high in instrumental NFT. In the early days of the internet (and other non-touch channels), it may have been much more of a hassle to return the purchased items which automatically induces more risk. This higher perceived product or financial risk had been appointed as a reason to decrease the willingness to shop online (Jiuan Tan, 1999; Bhatnagar, Misna and Rao, 2000; Park, Lennon and Stoel, 2005). The financial and product risk may have been relieved over the last decade, with companies allowing consumers to send back the purchased products without incurring costs. This could have reduced the need for touch in general *because* the risk decreased. The main implication to be taken away here is that the need for touch may have decreased as a whole over the

[13] Even for the product for which touch and weight was deemed important in the purchase decision, based on the results from the pretest.

last decade (especially for the younger generations), which may implicate that the need for touch has less impact on product evaluations[14].

But what about written instrumental haptic information, which was deemed to 'replace' the need for touch (Peck and Childers, 2003b)? According to the results of the present study, there is no interaction established between instrumental NFT and the provision of written instrumental haptic information concerning the judgements of the action camera (as opposed to information on overall design). A main effect of written instrumental haptic information on perceived weight for the action camera was however established. This may imply that, for products with evident instrumental attributes, explicitly conveying information on the instrumental attributes positively increases the perception of the attribute. Hence, if retailers wish to emphasize an instrumental product attribute, explicitly mentioning the attribute positively influences perceptions regardless of NFT classification, although being ineffective on quality perceptions.

Providing written autotelic haptic information on the other hand has been found to be effective in increasing quality perceptions, regardless of NFT classification. Hence, providing individuals with explicit information on softness (as opposed to information on overall design) increased quality perceptions for a part of the results. This may imply that, for products which have autotelic attributes, explicitly conveying these attributes can increase perceptions of quality. This directional effect is also established regarding the beliefs of softness, implying that, in general, explicitly mentioning autotelic haptic information positively increases perceptions of the conveyed attribute. However, a side note has to be placed concerning this finding. Providing written autotelic haptic information was found to interact with instrumental NFT regarding the perceived softness. Written autotelic haptic information was found to negatively impact the perceived softness for individuals high in instrumental NFT, while the opposite effect was established for individuals low in instrumental NFT. When autotelic written information was provided (as opposed to information on overall design), the individuals high in instrumental NFT were perhaps directly confronted with the fact that this softness could not be experienced directly when evaluating the sweater, resulting in lower perceived softness scores. This finding contradicts the main positive effect established of written autotelic information on perceived softness. For

[14] This argument is supported by the fact that the reported median in studies by Peck and Childers (2003b) amounted to 8 and 9, while in the present research the obtained median was 0 or 2.

individuals low in instrumental NFT, the written autotelic haptic information itself may have been enough to increase beliefs of softness. Hence, as previously mentioned, this positive effect on perceptions of individuals low in NFT may have been so strong that it overshadowed the negative effect of written autotelic information for individuals high in NFT. To conclude, explicitly providing written autotelic information can be beneficial for companies in order to increase perceived quality, regardless of classification in NFT. However, doing so may decrease perceptions of the autotelic attribute for individuals high in NFT, while the opposite effect is established for individuals low in NFT.

Presenting information in bullet points or narrative form was neither found to influence product judgements, except on the weight of the action camera. The action camera was perceived lighter by both the highest and lowest group of NFT individuals when information was presented in a bullet point format (as opposed to narrative format). In general, previous research indicated that narrative descriptions positively affected judgements (Mattila, 2000; Adaval and Wyer, 1998; Adaval et al., 2007; Pennington and Hastie, 1988; Escalas, 2004), which is not confirmed by the present research. In addition, the presumption that high NFT individuals prefer a feature-by-feature analyzing style (Yazdanparast and Spears, 2012) is only partially confirmed by the obtained results. The information provided was quite brief, which may have led to the fact that no judgement-altering distinctions were experienced by the participants between bullet points and narrative descriptions. Therefore, no real implications can be derived from the results obtained concerning the format of information.

5.3 Limitations and recommendations for future research

One of the limitations of the present research is the sample size. As pointed out, over 50 participants dropped out somewhere within the survey. This negatively impacts the external reliability of the obtained results, but may also serve as evidence that the survey was too elaborate or lengthy. This could indicate that the individuals that did complete the entire survey were less incentivized to answer truthfully, hurting the reliability of the study as a whole. Hence, for the objective measure of risk attitude, 20 participants switched multiple times between option A and B which could be seen as evidence that participants may have been poorly motivated. Finding a way to incentivize participants accordingly in research regarding the need for touch may help to improve the external and internal reliability of the results.

Another limitation concerns the display of products and the amount of research performed regarding the need for touch. Nearly all research on NFT has been performed in the offline setting, which has led to the fact that the expected directional effects specified in the hypotheses was based on evidence obtained offline. One of the main aims of the present study was to examine the effect of NFT in the online setting, but this could have introduced other confounding factors. For example, Peck and Childers (2003b) use products under Plexiglas or a printed out product description, which may be perceived as different from examining products in an online setting. Even though in all conditions touch is unavailable, the online setting could have induced previous experiences with e-commerce for the participants in the present study, which could have led to implications regarding the product judgements and evaluations. Furthermore, the descriptions or format of displaying the product information as a whole may be subject to some improvement. Providing the participants with a more 'website-like' feel which induces more purchase oriented behavior may be beneficial to replicate the real life situation.

The last and biggest limitation relates to the measurement issues pointed out with the NFT. Although the large majority of the performed studies use a binary variant of the NFT score, the increase of type I and type II errors (McClelland et al., 2015) and the inability to generalize across studies was argued a reason to use three different measurements of NFT. As an example, the reported median in one of the studies by Peck and Childers (2003b) was 8, while in the present research the median obtained was 2. Comparing results across studies is therefore difficult, as an individual scoring 7 is classified as low in NFT in Peck and Childers (2003b), while classified as high in NFT in the present study. Using three different measurements for NFT may additionally have decreased the overall readability and clarity of the current study, as all the hypotheses had to be tested thrice. The results obtained in the present study strengthen the argument for the need of a different or more generalizable measure for the need for touch, as the majority of the results obtained are not confirmed by all three measurement types of NFT. Moreover, a generalized measurement of NFT would enhance the comparability of research on this topic, allowing researchers to study the underlying mechanisms of need for touch in relation to product judgements more detailed.

Appendix

Appendix A. An overview of the questions used to elicit the need for touch.

Statement	The two dimensions of need for touch and the scale items
1	When walking through stores, I can't help touching all kinds of products. (A)
2	Touching products can be fun. (A)
3	I place more trust in products that can be touched before purchase. (I)
4	I feel more comfortable purchasing a product after physically examining it. (I)
5	When browsing in stores, it is important for me to handle all kinds of products. (A)
6	If I can't touch a product in the store, I am reluctant to purchase the product. (I)
7	I like to touch products even if I have no intention of buying them. (A)
8	I feel more confident making a purchase after touching a product. (I)
9	When browsing in stores, I like to touch lots of products. (A)
10	The only way to make sure a product is worth buying is to actually touch it. (I)
11	There are many products that I would only buy if I could handle them before purchase. (I)
12	I find myself touching all kinds of products in stores . (A)
	A = autotelic scale item; I = instrumental scale item

Obtained from Peck & Childers, 2003a.

Appendix B. Cronbach's alpha, normality and correlations of autotelic and instrumental NFT.

Cronbach's Alpha for the autotelic NFT questions

Autotelic NFT		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.863	0.858	6

Cronbach's Alpha for the instrumental NFT questions

Instrumental NFT		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.819	0.822	6

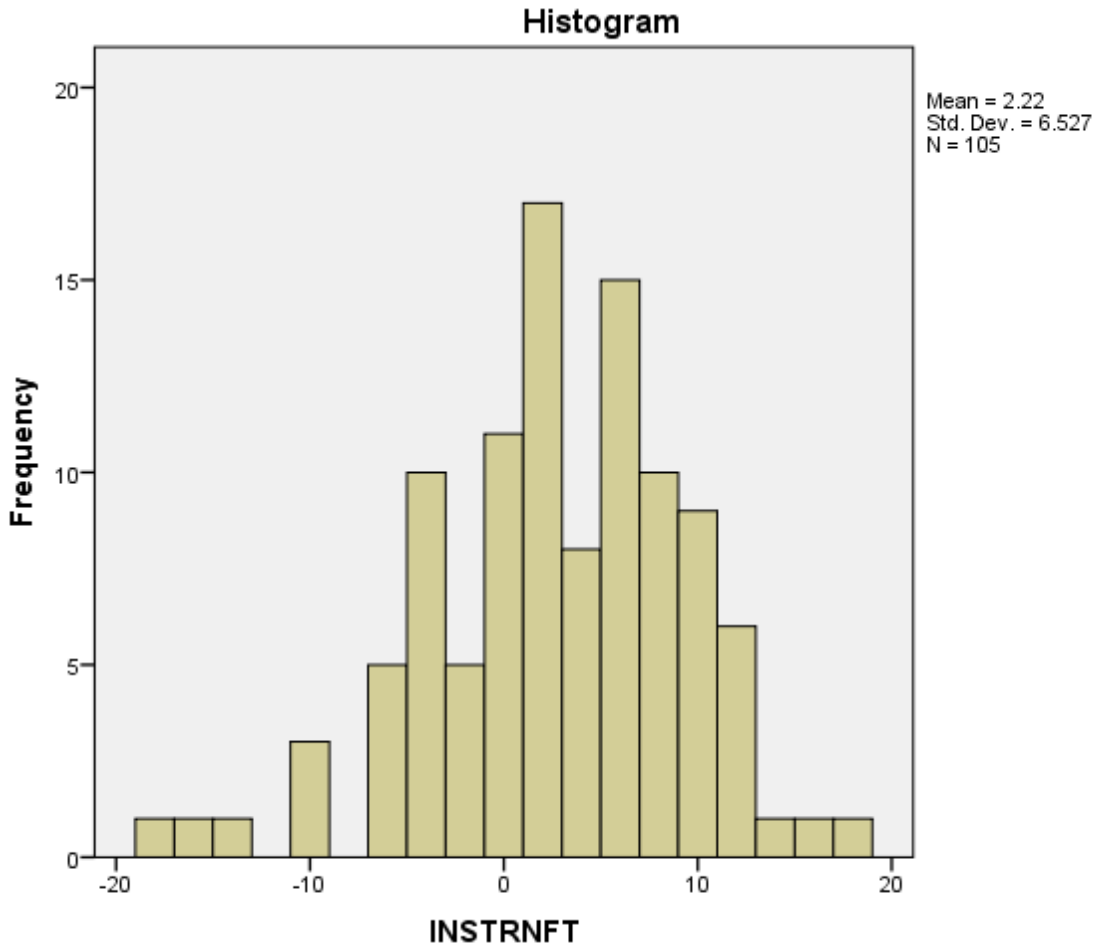
Correlation of instrumental and autotelic NFT

Correlations		
		Autotelic NFT
Instrumental NFT	Correlation coefficient	.513**
	Sig. (2-tailed)	0.000
	N	105

**. Correlation is significant at the 0.01 level (2-tailed)

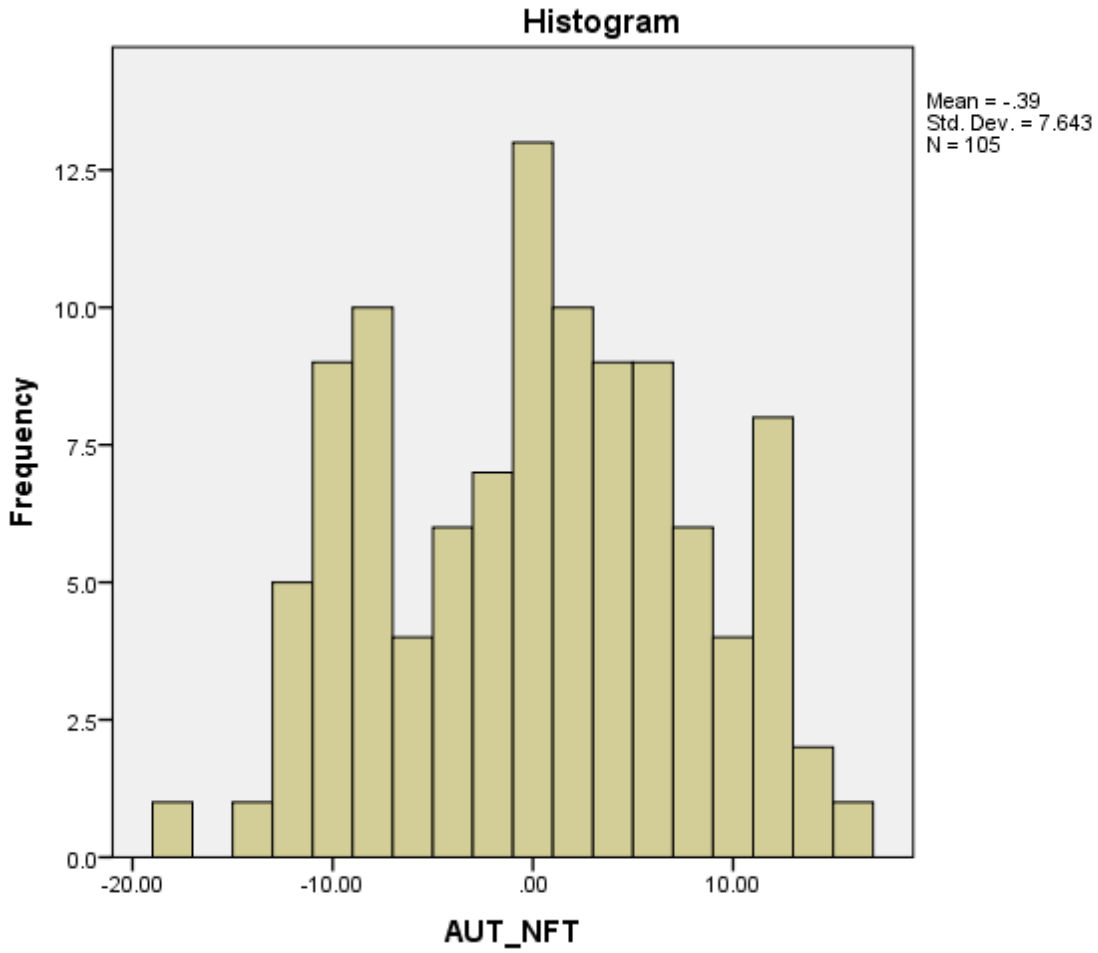
Formal test and plot of normality for instrumental NFT questions

Instrumental NFT		
Tests of Normality		
Kolmogorov-Smirnov		
Statistic	df	Sig.
0.081	105	0.085



Formal test and plot of normality for autotelic NFT questions

Autotelic NFT		
Tests of Normality		
Kolmogorov-Smirnov		
Statistic	df	Sig.
0.088	105	0.044



Appendix C. The lotteries corresponding with an objective measure for risk aversion.

Choice	Option A	Option B	Expected payoff difference (choosing option A instead of B)
1	1/10 of €2.00, 9/10 of €1.60	1/10 of €3.85, 9/10 of €0.10	€ 1.17
2	2/10 of €2.00, 8/10 of €1.60	2/10 of €3.85, 8/10 of €0.10	€ 0.83
3	3/10 of €2.00, 7/10 of €1.60	3/10 of €3.85, 7/10 of €0.10	€ 0.50
4	4/10 of €2.00, 6/10 of €1.60	4/10 of €3.85, 6/10 of €0.10	€ 0.16
5	5/10 of €2.00, 5/10 of €1.60	5/10 of €3.85, 5/10 of €0.10	-€ 0.18
6	6/10 of €2.00, 4/10 of €1.60	6/10 of €3.85, 4/10 of €0.10	-€ 0.51
7	7/10 of €2.00, 3/10 of €1.60	7/10 of €3.85, 3/10 of €0.10	-€ 0.85
8	8/10 of €2.00, 2/10 of €1.60	8/10 of €3.85, 2/10 of €0.10	-€ 1.18
9	9/10 of €2.00, 1/10 of €1.60	9/10 of €3.85, 1/10 of €0.10	-€ 1.52
10	10/10 of €2.00, 0/10 of €1.60	10/10 of €3.85, 0/10 of €0.10	-€ 1.85

Obtained from Laury & Holt, 2002.

Appendix D. Objective risk attitude question.

For this question, you are asked to make choices between two lottery options, represented as option A and option B. For each of the ten rows you must decide between option A and option B.

The lotteries are decided by a computerized 10-sided die, numbered from 0-9 for which each outcome from 0 to 9 is equally likely.

An example is presented in the figure below: if you choose option A in decision 1, you will earn €3 when the dice rolls 0 (10% chance) and €2,40 when the dice rolls 1-9 (90% chance). In similar fashion, if you choose option B in decision 1 you will earn €5.80 on a roll of 0 (10% chance) and €0,15 when the dice rolls 1-9 (90% chance).

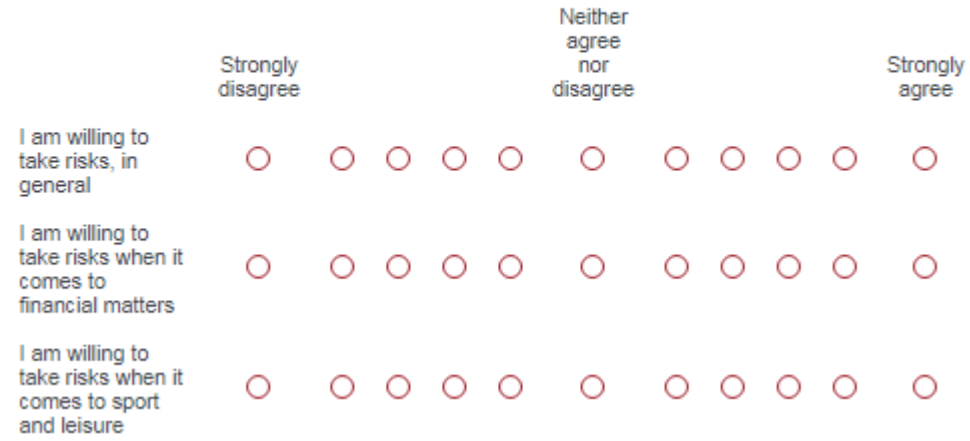
Decision	Option A		Option B		Your choice
1	€3	€2,40	€5,80	€0,15	
Dice rolls	0	1, 2, 3, 4, 5, 6, 7, 8, 9	0	1, 2, 3, 4, 5, 6, 7, 8, 9	A or B
Chance	10%	90%	10%	90%	

Each row of the decision table contains a pair of choices between option A and option B. By clicking on 'A' or 'B' in the far right of the column, you make your decision. Only one option in each of the individual ten rows can be chosen, as you can not choose option A **and** option B for one decision.

	A	B
Decision 1 Option A: 10% chance of €2,00, 90% chance of €1,60 Option B: 10% chance of €3,85, 90% chance of €0,10	○	○
Decision 2 Option A: 20% chance of €2,00, 80% chance of €1,60 Option B: 20% chance of €3,85, 80% chance of €0,10	○	○
Decision 3 Option A: 30% chance of €2,00, 70% chance of €1,60 Option B: 30% chance of €3,85, 70% chance of €0,10	○	○
Decision 4 Option A: 40% chance of €2,00, 60% chance of €1,60 Option B: 40% chance of €3,85, 60% chance of €0,10	○	○
Decision 5 Option A: 50% chance of €2,00, 50% chance of €1,60 Option B: 50% chance of €3,85, 50% chance of €0,10	○	○
Decision 6 Option A: 60% chance of €2,00, 40% chance of €1,60 Option B: 60% chance of €3,85, 40% chance of €0,10	○	○
Decision 7 Option A: 70% chance of €2,00, 30% chance of €1,60 Option B: 70% chance of €3,85, 30% chance of €0,10	○	○
Decision 8 Option A: 80% chance of €2,00, 20% chance of €1,60 Option B: 80% chance of €3,85, 20% chance of €0,10	○	○
Decision 9 Option A: 90% chance of €2,00, 10% chance of €1,60 Option B: 90% chance of €3,85, 10% chance of €0,10	○	○
Decision 10 Option A: 100% chance of €2,00, 0% chance of €1,60 Option B: 100% chance of €3,85, 0% chance of €0,10	○	○

Appendix E. Subjective questions on risk attitude.

. For this question, please indicate to what extent you agree or disagree with each of the three statements.



Subjective risk attitude		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.618	0.614	3

	Cronbach's Alpha if item is deleted
Subjective general risk attitude	0.305
Subjective financial risk attitude	0.452
Subjective sport/leisure risk attitude	0.722

		Correlations			
		General subjective risk measure	Sport/leisure subjective risk measure	Subjective financial risk measure	Objective risk measure
General subjective risk measure	Correlation Coefficient	1	.300**	.566**	-.198*
	Sig. (2-tailed)	.	0.002	0	0.043
	N	105	105	105	105
Sport/leisure subjective risk measure	Correlation Coefficient	.300**	1	0.18	0
	Sig. (2-tailed)	0.002	.	0.066	1
	N	105	105	105	105
Subjective financial risk measure	Correlation Coefficient	.566**	0.18	1	-.288**
	Sig. (2-tailed)	0	0.066	.	0.003
	N	105	105	105	105
Objective risk measure	Correlation Coefficient	-.198*	0	-.288**	1
	Sig. (2-tailed)	0.043	1	0.003	.
	N	105	105	105	105

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix F. The pictures of the sweater and action camera, including sources.

Found on: https://www.jcrew.com/nl/p/boys_category/sweaters/cashmere/kids-cashmere-cable-crewneck-sweater/38102?color_name=hthr-grey

Found on: https://ecarriere.nl/influencer-marketing-kracht-vrouwelijke-influencers/

Appendix G. Product descriptions.

Narrative non-haptic description of the sweater

Imagine that you are shopping on the internet for a new sweater. On a website you find the following description together with the sweater on the picture. Please read the description and take a good look at the sweater before moving on to the questions.

(The picture of the sweater would be placed here)

This cashmere sweater is one you will love straight away, as the fabric ensures a natural fit for any body type. Only the finest selection of fabrics have been used, which are produced and processed in Italy. The 7-Gauge knit ensures strengthening of the fabric, whilst keeping it light and letting the cashmere breathe. The collar, cuffs and bottom knits have been doubled over for longer durability, so you can enjoy this sweater for a lifetime. This classical design can be worn at any occasion, for both men and women. Available in the colors Stonewash Gray (displayed above), Chocolate Cosmos and Mellow Yellow.

Narrative non-haptic description of the action camera

Imagine that you are shopping on the internet for a new action camera. On a website you find the following description together with the action camera on the picture. Please read the description and take a good look at the action camera before moving on to the questions.

(The picture of the action camera would be placed here)

This action camera is made for your wildest adventures, providing high definition quality recordings with a maximum photo resolution of 3664x2442. A shockproof stabilization feature ensures stable imagery, so you can clearly see what you filmed. A combination of aluminum and plastic provides a very strong framework, so you neither have to worry about breaking the device. The underwater film feature even allows you to film underwater, up to ten meters below sea level. Fitting in every backpack or regular bag, this small 4cm x 4cm x 4cm camera is a must have for your adventurous vacations.

Bullet points non-haptic description of the sweater

Imagine that you are shopping on the internet for a new sweater. On a website you find the following description together with the sweater on the picture. Please read the description and take a good look at the sweater before moving on to the questions.

(The picture of the sweater would be placed here)

- Cashmere sweater
- Natural fit for any body type
- Selection of the finest fabrics
- Produced and processed in Italy
- 7-Gauge knit ensures strength, whilst remaining light and breathable
- Doubled over collar, cuffs and bottom for longer durability
- Can be worn at any occasion
- Both for men and women
- Available in the colors Stonewash Gray (displayed above), Chocolate Cosmos and Mellow Yellow.

Bullet points non-haptic description of the action camera

Imagine that you are shopping on the internet for a new action camera. On a website you find the following description together with the action camera on the picture. Please read the description and take a good look at the action camera before moving on to the questions.

(The picture of the action camera would be placed here)

- Action camera
- Made for your wildest adventures
- Provides high quality recordings
- Maximum photo resolution of 3664x2442
- Shockproof stabilization feature ensuring stable imagery
- Strong framework of aluminum and plastic prevents breaking
- Underwater filming up to ten meters below water level
- Small size of only 4cm x 4cm x 4cm
- Fits in every backpack or bag

Narrative haptic description of the sweater

Imagine that you are shopping on the internet for a new sweater. On a website you find the following description together with the sweater on the picture. Please read the description and take a good look at the sweater before moving on to the questions.

(The picture of the sweater would be placed here)

This cashmere sweater is one you will love straight away, as the fabric ensures a very comfortable fit for any body type. Only the finest selection of fabrics have been used, which are produced and processed in Italy. A special knit ensures a rich feel of softness upon touch, as the plushy texture of the fabric feels delightful against your skin. This classical design can be worn at any occasion, for both men and women. Available in the colors Stonewash Gray (displayed above), Chocolate Cosmos and Mellow Yellow.

Narrative haptic description of the action camera

Imagine that you are shopping on the internet for a new action camera.
On a website you find the following description together with the action camera on the picture. Please read the description and take a good look at the action camera before moving on to the questions.

(The picture of the action camera would be placed here)

This action camera is made for your wildest adventures, providing high definition recordings with a maximum photo resolution of 3664x2442. A shockproof stabilization feature ensures stable imagery, so you can clearly see what you filmed. A combination of aluminum and plastic provides a very light framework, as the camera only weighs 72 grams. The underwater film feature even allows you to film underwater, up to ten meters below water level. Fitting in every backpack or regular bag, this small 4cm x 4cm x 4cm lightweight camera is a must have for your adventurous vacations.

Bullet points haptic description of the sweater

Imagine that you are shopping on the internet for a new sweater. On a website you find the following description together with the sweater on the picture. Please read the description and take a good look at the sweater before moving on to the questions.

(The picture of the sweater would be placed here)

- Cashmere sweater
- Comfortable fit for any body type
- Selection of the finest fabrics
- Produced and processed in Italy
- Special knit ensures rich feel of softness
- Plushy texture feels delightful against your skin
- Can be worn at any occasion
- Both for men and women
- Available in the colors Stonewash Gray (displayed above), Chocolate Cosmos and Mellow Yellow

Bullet points haptic description of the action camera

Imagine that you are shopping on the internet for a new action camera. On a website you find the following description together with the action camera on the picture. Please read the description and take a good look at the action camera before moving on to the questions.

(The picture of the action camera would be placed here)

- Action camera
- Made for your wildest adventures
- Provides high quality recordings
- Maximum photo resolution of 3664x2442
- Shockproof stabilization feature ensuring stable imagery
- Light framework of aluminum and plastic, as the camera weighs 72 grams
- Underwater filming up to ten meters below water level
- Small size of only 4cm x 4cm x 4cm
- Fits in every backpack or bag due to small size and low weight

Appendix H. Questions regarding product quality, haptic attributes, purchase intentions, confidence in judgement and frustration with evaluation.

Please indicate how you would rate this action camera on weight and quality.

Very heavy	○ ○ ○ ○ ○	Very light
Bad quality	○ ○ ○ ○ ○	Good quality

. Please indicate to what extent you agree with the following statements

	1- Definitely not	2	3	4 - Might or might not	5	6	7 - Definitely yes
I would like to try this product	○	○	○	○	○	○	○
I would buy this product if I happened to see it online	○	○	○	○	○	○	○
I would actively seek out this product to purchase it online	○	○	○	○	○	○	○

. Please indicate to what extent you agree with the following statement.

	Very unconfident	Moderately unconfident	Slightly unconfident	Neither confident nor unconfident	Slightly confident	Moderately confident	Very confident
How confident were you with your judgements related to the action camera?	○	○	○	○	○	○	○

. Please indicate to what extent you agree with the following statement.

	Not very sure	Moderately unsure	Slightly unsure	Neither sure nor unsure	Slightly sure	Moderately sure	Very sure
How sure were you with your judgements related to the action camera?	○	○	○	○	○	○	○

. Please indicate how you feel with respect to the following question.

	Not frustrated at all	Lightly frustrated	A little frustrated	Somewhat frustrated	Quite frustrated	Severely frustrated	Very frustrated
How frustrated were you with this evaluation task?	○	○	○	○	○	○	○

Cronbach’s Alpha for the three purchase intention questions regarding the sweater

Purchase intention sweater	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.804	3

Cronbach’s Alpha for the three purchase intention questions regarding the action camera

Purchase intention camera	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.637	3

Cronbach’s Alpha for the two confidence questions regarding the sweater

Confidence sweater	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.911	2

Cronbach’s Alpha for the two confidence questions regarding the action camera

Confidence camera	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.923	2

Appendix I. Demographic questions.

. To finalize, please answer some demographic questions.

What is your age?

. What is your gender?

- Male
- Female
- I'd rather not tell

. What is the highest level of education you have attended?

- High school
- MBO
- HBO
- University (Bachelor)
- University (Master)

. What is your nationality?

- Dutch, and both of my parents possess the Dutch nationality
- Dutch, and one of my parents possesses the Dutch nationality
- Dutch, but neither one of my parents possesses the Dutch nationality
- I am not Dutch

. How many siblings do you have?

None

1

2

3

4 or more

. How often do you commence in online shopping?

I do (nearly) all of my purchases online

A lot

A moderate amount

A little

None at all

. Do you ever wear glasses or contact lenses because you have a visual impairment?

Yes

No

. Do you have an impairment to smell and/or taste?

Only smell

Only taste

Smell and taste

No

. Do you have any impairment to your hearing?

Yes

No

Demographics (amount and percentages)

Gender	Amount	Percentage
Male	60	57%
Female	45	43%

Education	Amount	Percentage
High school	2	2%
MBO	1	1%
HBO	23	22%
University Bachelor	40	38%
University Master	39	37%

Nationality	Amount	Percentage
Dutch and both parents Dutch	79	75%
Dutch and one parent Dutch	7	7%
Dutch and no parents Dutch	9	9%
Not Dutch	10	10%

Age	Average
	21.46

Treatment	Amount	Percentage
NarrativeNonHaptic	24	23%
NarrativeHaptic	25	24%
BulletpointsNonHaptic	28	27%
BulletpointsHaptic	28	27%

Appendix J. The statistical tests needed and corresponding statistical hypotheses when NFT score is coded as a binary variable.

Main effects hypotheses 1 to 4

Research hypothesis 1a: When unable to touch, purchase intention is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

Research hypothesis 2a: When unable to touch, perceived quality and attributes are lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

Research hypothesis 3a: When unable to touch, frustration during evaluation is higher for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

Research hypothesis 4a: When unable to touch, confidence in judgement is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

***Test needed**:* Independent samples t-test.

***Null hypothesis**:* The mean purchase intention/perceived quality/frustration during evaluation/confidence in judgement of individuals with high instrumental NFT scores is equal to those of individuals with low instrumental NFT scores.

Interaction effects hypotheses 1 to 4

Research hypothesis 1b/c: When unable to touch, purchase intention is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores, but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

Research hypothesis 2b/c: When unable to touch, perceived quality and attributes are lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores, but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

Research hypothesis 3b/c: When unable to touch, frustration during evaluation is higher for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores, but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

Research hypothesis 4b/c: When unable to touch, confidence in judgement is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores, but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

***Main test needed**:* Two-way ANOVA.

***Null hypothesis**:* There is no difference in means between the groups.

***Additional tests**:* Linear regression

Null hypothesis: There is no association between information provision, the level of instrumental need for touch and subsequent product beliefs and thoughts during judgement tasks.

Hypothesis 5

Research hypothesis 5a: individuals who exert higher risk aversion have a higher instrumental need for touch.

***Test needed**:* Logistic regression.

***Null hypothesis**:* the level of risk aversion and instrumental need for touch score are not associated with one another.

Research hypothesis 5b: the level of risk aversion does not influence the autotelic need for touch.

***Test needed**:* Logistic regression

Null hypothesis: the level of risk aversion and autotelic need for touch are not associated with one another.

Appendix K. The statistical tests needed and corresponding statistical hypotheses when NFT score is coded as an ordinal variable.

Main effects hypotheses 1 to 4

Research hypothesis 1a: When unable to touch, purchase intention is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

Research hypothesis 2a: When unable to touch, perceived quality and attributes are lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

Research hypothesis 3a: When unable to touch, frustration during evaluation is higher for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

Research hypothesis 4a: When unable to touch, confidence in judgement is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores.

***Test needed**:* One-way ANOVA.

***Null hypothesis**:* The mean purchase intention/perceived quality/frustration during evaluation/confidence in judgement of individuals with high instrumental NFT scores is equal to those of individuals with low instrumental NFT scores.

Interaction effects hypotheses 1 to 4

When NFT is coded as a categorical variable, the method of testing for interaction effects is equal to the case where NFT is coded as a binary variable. Therefore, see Appendix K for the specific hypotheses.

Hypothesis 5

Research hypothesis 5a: individuals who exert higher risk aversion have a higher instrumental need for touch.

***Test needed**:* Ordinal regression.

***Null hypothesis**:* the level of risk aversion and instrumental need for touch score are not associated with one another.

Research hypothesis 5b: the level of risk aversion does not influence the autotelic need for touch.

***Test needed**:* Ordinal regression.

Null hypothesis: the level of risk aversion and autotelic need for touch are not associated with one another.

Appendix L. The statistical tests needed and corresponding statistical hypotheses when NFT score is coded as a continuous variable.

Main and interaction effects hypotheses 1 to 4

Research hypothesis 1: When unable to touch, purchase intention is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores (a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

Research hypothesis 2: When unable to touch, perceived quality and attributes are lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores (a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

Research hypothesis 3: When unable to touch, frustration during evaluation is higher for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores (a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

Research hypothesis 4: When unable to touch, confidence in judgement is lower for individuals with high instrumental NFT scores compared to those who have low instrumental NFT scores (a), but this effect is moderated by providing access to detailed instrumental haptic information (b) and/or by providing information in a structured manner (c).

Test needed*:* Linear regression.

Null hypothesis: The variables named in each specific research hypotheses are not associated with one another.

Hypothesis 5

Research hypothesis 5a: individuals who exert higher risk aversion have a higher instrumental need for touch.

Test needed*:* Linear regression.

Null hypothesis*:* the level of risk aversion and instrumental need for touch score are not associated with one another.

Research hypothesis 5b: the level of risk aversion does not influence the autotelic need for touch.

Test needed*:* Linear regression.

Null hypothesis: the level of risk aversion and autotelic need for touch are not associated with one another.

Appendix M. Results when coding NFT as a binary variable.

Appendix M1. Main effects

One-way ANOVA testing the difference in means between high and low NFT individuals for the sweater

Sweater						
Variable	NFT group	N	Mean	SD	t-statistic	p-value (2-tailed)
Purchase intention	Low	54	3.35	1.34	-0.53	0.958
	High	51	3.36	1.22		
Perceived quality	Low	54	3.65	0.85	-0.965	0.337
	High	51	3.80	0.80		
Perceived product attribute	Low	54	3.83	1.04	-1.073	0.286
	High	51	4.04	0.92		
Frustration	Low	54	2.72	1.87	0.924	0.358
	High	51	2.41	1.55		
Confidence	Low	54	4.80	1.36	-0.727	0.468
	High	51	4.98	1.23		

One-way ANOVA testing the difference in means between high and low NFT individuals for the action camera

Action camera						
Variable	NFT group	N	Mean	SD	t-statistic	p-value (2-tailed)
Purchase intention	Low	54	4.04	1.30	-0.733	0.466
	High	51	4.22	1.20		
Perceived quality	Low	54	3.63	1.09	-0.61	0.543
	High	51	3.75	0.85		
Perceived product attribute	Low	54	4.11	0.86	-0.78	0.437
	High	51	4.24	0.76		
Frustration	Low	54	2.56	1.84	-0.037	0.971
	High	51	2.57	1.80		
Confidence	Low	54	5.02	1.26	1.196	0.234
	High	51	4.72	1.34		

Appendix M2. Moderation effects of information content

Hypothesis 1

Mean purchase intention and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	3.21	1.405	30
	1	3.51	1.471	24
	Total	3.35	1.429	54
1	0	3.05	1.128	22
	1	3.60	1.245	29
	Total	3.36	1.216	51
Total	0	3.14	1.286	52
	1	3.56	1.339	53
	Total	3.35	1.324	105

Two-way ANOVA testing for the moderating effect of haptic information on purchase intention of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.043a	3	1.681	0.958	0.416
Intercept	1153.419	1	1153.419	657.639	0
NFT	0.043	1	0.043	0.025	0.876
Information content	4.718	1	4.718	2.69	0.104
NFT * Information content	0.402	1	0.402	0.229	0.633
Error	177.142	101	1.754		
Total	1362.222	105			
Corrected Total	182.184	104			

a. R Squared = .028 (Adjusted R Squared = -.001)

Mean purchase intention and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	4.28	1.244	30
	1	3.75	1.327	24
	Total	4.04	1.297	54
1	0	4.33	1.353	22
	1	4.14	1.097	29
	Total	4.22	1.205	51
Total	0	4.30	1.279	52
	1	3.96	1.210	53
	Total	4.13	1.250	105

Two-way ANOVA testing for the moderating effect of haptic information on purchase intention of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.032a	3	1.677	1.076	0.363
Intercept	1756.958	1	1756.958	1126.525	0
NFT	1.269	1	1.269	0.814	0.369
Information content	3.375	1	3.375	2.164	0.144
NFT * Information content	0.713	1	0.713	0.457	0.5
Error	157.522	101	1.56		
Total	1953.667	105			
Corrected Total	162.554	104			

a. R Squared = .031 (Adjusted R Squared = .002)

Hypothesis 2

Mean quality perception and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	3.43	0.817	30
	1	3.92	0.83	24
	Total	3.65	0.85	54
1	0	3.68	0.894	22
	1	3.9	0.724	29
	Total	3.8	0.8	51
Total	0	3.54	0.851	52
	1	3.91	0.766	53
	Total	3.72	0.826	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived quality of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.328a	3	1.443	2.186	0.094
Intercept	1438.364	1	1438.364	2179.261	0
NFT	0.337	1	0.337	0.51	0.477
Information content	3.145	1	3.145	4.765	0.031
NFT * Information content	0.466	1	0.466	0.705	0.403
Error	66.662	101	0.66		
Total	1527	105			
Corrected Total	70.99	104			

a. R Squared = .061 (Adjusted R Squared = .033)

Mean quality perception and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	3.57	1.135	30
	1	3.71	1.042	24
	Total	3.63	1.087	54
1	0	3.86	0.889	22
	1	3.66	0.814	29
	Total	3.75	0.845	51
Total	0	3.69	1.039	52
	1	3.68	0.915	53
	Total	3.69	0.974	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived quality of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.161a	3	0.387	0.401	0.753
Intercept	1412.551	1	1412.551	1463.743	0
NFT	0.384	1	0.384	0.398	0.53
Information content	0.029	1	0.029	0.03	0.863
NFT * Information content	0.791	1	0.791	0.82	0.367
Error	97.468	101	0.965		
Total	1525	105			
Corrected Total	98.629	104			

a. R Squared = .012 (Adjusted R Squared = -.018)

Mean softness perception and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	3.6	1.003	30
	1	4.13	1.035	24
	Total	3.83	1.042	54
1	0	4.23	0.752	22
	1	3.9	1.012	29
	Total	4.04	0.916	51
Total	0	3.87	0.95	52
	1	4	1.019	53
	Total	3.93	0.983	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived softness of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.155a	3	2.052	2.196	0.093
Intercept	1621.206	1	1621.206	1734.952	0
NFT	1.027	1	1.027	1.099	0.297
Information content	0.244	1	0.244	0.261	0.611
NFT * Information content	4.726	1	4.726	5.058	0.027
Error	94.378	101	0.934		
Total	1725	105			
Corrected Total	100.533	104			

a. R Squared = .061 (Adjusted R Squared = .033)

Mean weight perception and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	3.9	0.845	30
	1	4.37	0.824	24
	Total	4.11	0.861	54
1	0	4.14	0.941	22
	1	4.31	0.604	29
	Total	4.24	0.764	51
Total	0	4	0.886	52
	1	4.34	0.706	53
	Total	4.17	0.814	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived weight of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.791a	3	1.264	1.96	0.125
Intercept	1804.701	1	1804.701	2798.94	0
NFT	0.19	1	0.19	0.295	0.588
Information content	2.718	1	2.718	4.216	0.043
NFT * Information content	0.585	1	0.585	0.907	0.343
Error	65.123	101	0.645		
Total	1896	105			
Corrected Total	68.914	104			

a. R Squared = .055 (Adjusted R Squared = .027)

Hypothesis 3

Mean frustration during evaluation and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	2.9	1.9	30
	1	2.5	1.842	24
	Total	2.72	1.867	54
1	0	2.59	1.593	22
	1	2.28	1.533	29
	Total	2.41	1.551	51
Total	0	2.77	1.767	52
	1	2.38	1.667	53
	Total	2.57	1.72	105

Two-way ANOVA testing for the moderating effect of haptic information on frustration during evaluation of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.903a	3	1.968	0.658	0.579
Intercept	680.318	1	680.318	227.666	0
NFT	1.835	1	1.835	0.614	0.435
Information content	3.3	1	3.3	1.104	0.296
NFT * Information content	0.047	1	0.047	0.016	0.901
Error	301.811	101	2.988		
Total	1002	105			
Corrected Total	307.714	104			

a. R Squared = .019 (Adjusted R Squared = -.010)

Mean frustration during evaluation and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	2.83	1.802	30
	1	2.21	1.865	24
	Total	2.56	1.839	54
1	0	2.59	2.016	22
	1	2.55	1.66	29
	Total	2.57	1.803	51
Total	0	2.73	1.88	52
	1	2.4	1.747	53
	Total	2.56	1.813	105

Two-way ANOVA testing for the moderating effect of haptic information on frustration during evaluation of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.232a	3	1.744	0.523	0.667
Intercept	669.432	1	669.432	200.86	0
NFT	0.066	1	0.066	0.02	0.889
Information content	2.847	1	2.847	0.854	0.358
NFT * information content	2.215	1	2.215	0.665	0.417
Error	336.616	101	3.333		
Total	1031	105			
Corrected Total	341.848	104			

a. R Squared = .015 (Adjusted R Squared = -.014)

Hypothesis 4

Mean confidence in judgement and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	4.48	1.228	30
	1	5.19	1.436	24
	Total	4.80	1.358	54
1	0	4.95	1.503	22
	1	5.00	1.000	29
	Total	4.98	1.229	51
Total	0	4.68	1.358	52
	1	5.08	1.208	53
	Total	4.89	1.294	105

Two-way ANOVA testing for the moderating effect of haptic information on confidence in judgement of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.526a	3	2.509	1.521	0.214
Intercept	2485.88	1	2485.88	1507.024	0
NFT	0.52	1	0.52	0.315	0.576
Information content	3.627	1	3.627	2.199	0.141
NFT * Information content	2.8	1	2.8	1.698	0.196
Error	166.602	101	1.65		
Total	2680.5	105			
Corrected Total	174.129	104			

a. R Squared = .043 (Adjusted R Squared = .015)

Mean confidence in judgement and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
0	0	4.90	0.923	30
	1	5.17	1.586	24
	Total	5.02	1.255	54
1	0	4.66	1.459	22
	1	4.76	1.265	29
	Total	4.72	1.339	51
Total	0	4.80	1.173	52
	1	4.94	1.420	53
	Total	4.87	1.299	105

Two-way ANOVA testing for the moderating effect of haptic information on confidence in judgement of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.477a	3	1.159	0.681	0.566
Intercept	2450.288	1	2450.288	1438.524	0
NFT	2.718	1	2.718	1.596	0.209
Information content	0.866	1	0.866	0.508	0.478
NFT * Information content	0.18	1	0.18	0.106	0.746
Error	172.037	101	1.703		
Total	2667.25	105			
Corrected Total	175.514	104			

a. R Squared = .020 (Adjusted R Squared = -.009)

Appendix M3. Moderation effects of information format

Hypothesis 1

Mean purchase intention and standard deviation of the sweater for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	3.44	1.471	30
	1	3.22	1.396	24
	Total	3.35	1.429	54
1	0	3.51	1.130	19
	1	3.27	1.274	32
	Total	3.36	1.216	51
Total	0	3.47	1.337	49
	1	3.25	1.315	56
	Total	3.35	1.324	105

Two-way ANOVA testing for the moderating effect of information format on purchase intention of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.338a	3	0.446	0.249	0.862
Intercept	1137.968	1	1137.968	635.541	0
NFT	0.08	1	0.08	0.045	0.833
Information format	1.333	1	1.333	0.744	0.39
NFT * Information format	0.002	1	0.002	0.001	0.977
Error	180.846	101	1.791		
Total	1362.222	105			
Corrected Total	182.184	104			

a. R Squared = .007 (Adjusted R Squared = -.022)

Mean purchase intention and standard deviation of the action camera for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	3.99	1.453	30
	1	4.11	1.098	24
	Total	4.04	1.297	54
1	0	4.56	1.117	19
	1	4.02	1.227	32
	Total	4.22	1.205	51
Total	0	4.21	1.350	49
	1	4.06	1.164	56
	Total	4.13	1.250	105

Two-way ANOVA testing for the moderating effect of information format on purchase intention of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.523a	3	1.508	0.964	0.413
Intercept	1751.6	1	1751.6	1119.473	0
NFT	1.464	1	1.464	0.935	0.336
Information format	1.102	1	1.102	0.704	0.403
NFT * Information format	2.765	1	2.765	1.767	0.187
Error	158.031	101	1.565		
Total	1953.667	105			
Corrected Total	162.554	104			

a. R Squared = .028 (Adjusted R Squared = -.001)

Hypothesis 2

Mean perceived quality and standard deviation of the sweater for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	3.73	0.868	30
	1	3.54	0.833	24
	Total	3.65	0.85	54
1	0	3.79	0.787	19
	1	3.81	0.821	32
	Total	3.8	0.8	51
Total	0	3.76	0.83	49
	1	3.7	0.829	56
	Total	3.72	0.826	105

Two-way ANOVA testing for the moderating effect of information format on perceived quality of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.133a	3	0.378	0.546	0.652
Intercept	1393.015	1	1393.015	2014.01	0
NFT	0.673	1	0.673	0.973	0.326
Information format	0.179	1	0.179	0.259	0.612
NFT * Information format	0.29	1	0.29	0.419	0.519
Error	69.858	101	0.692		
Total	1527	105			
Corrected Total	70.99	104			

a. R Squared = .016 (Adjusted R Squared = -.013)

Mean perceived quality and standard deviation of the action camera for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	3.67	1.028	30
	1	3.58	1.176	24
	Total	3.63	1.087	54
1	0	3.89	0.937	19
	1	3.66	0.787	32
	Total	3.75	0.845	51
Total	0	3.76	0.99	49
	1	3.63	0.964	56
	Total	3.69	0.974	105

Two-way ANOVA testing for the moderating effect of information format on perceived quality of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.120a	3	0.373	0.387	0.763
Intercept	1378.821	1	1378.821	1428.196	0
NFT	0.57	1	0.57	0.591	0.444
Information format	0.652	1	0.652	0.675	0.413
NFT * Information format	0.152	1	0.152	0.157	0.693
Error	97.508	101	0.965		
Total	1525	105			
Corrected Total	98.629	104			

a. R Squared = .011 (Adjusted R Squared = -.018)

Mean perceived softness and standard deviation of the sweater for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	3.73	1.112	30
	1	3.96	0.955	24
	Total	3.83	1.042	54
1	0	3.95	0.911	19
	1	4.09	0.928	32
	Total	4.04	0.916	51
Total	0	3.82	1.034	49
	1	4.04	0.934	56
	Total	3.93	0.983	105

Two-way ANOVA testing for the moderating effect of information format on perceived softness of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.042a	3	0.681	0.698	0.555
Intercept	1557.893	1	1557.893	1597.578	0
NFT	0.769	1	0.769	0.788	0.377
Information format	0.868	1	0.868	0.89	0.348
NFT * Information format	0.039	1	0.039	0.04	0.842
Error	98.491	101	0.975		
Total	1725	105			
Corrected Total	100.533	104			

a. R Squared = .020 (Adjusted R Squared = -.009)

Mean perceived weight and standard deviation of the action camera for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	4.03	0.928	30
	1	4.21	0.779	24
	Total	4.11	0.861	54
1	0	4.37	0.761	19
	1	4.16	0.767	32
	Total	4.24	0.764	51
Total	0	4.16	0.874	49
	1	4.18	0.765	56
	Total	4.17	0.814	105

Two-way ANOVA testing for the moderating effect of information format on perceived weight of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.349a	3	0.45	0.672	0.571
Intercept	1769.306	1	1769.306	2644.866	0
NFT	0.504	1	0.504	0.754	0.387
Information format	0.009	1	0.009	0.013	0.909
NFT * Information format	0.943	1	0.943	1.41	0.238
Error	67.565	101	0.669		
Total	1896	105			
Corrected Total	68.914	104			

a. R Squared = .020 (Adjusted R Squared = -.010)

Hypothesis 3

Mean frustration during evaluation and standard deviation of the sweater for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	2.8	1.75	30
	1	2.63	2.039	24
	Total	2.72	1.867	54
1	0	2.95	1.545	19
	1	2.09	1.489	32
	Total	2.41	1.551	51
Total	0	2.86	1.658	49
	1	2.32	1.749	56
	Total	2.57	1.72	105

Two-way ANOVA testing for the moderating effect of information format on frustration during evaluation of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	11.623a	3	3.874	1.322	0.272
Intercept	689.442	1	689.442	235.176	0
NFT	0.928	1	0.928	0.316	0.575
Information format	6.659	1	6.659	2.272	0.135
NFT * Information format	2.899	1	2.899	0.989	0.322
Error	296.091	101	2.932		
Total	1002	105			
Corrected Total	307.714	104			

a. R Squared = .038 (Adjusted R Squared = .009)

Mean frustration during evaluation and standard deviation of the action camera for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	2.7	1.745	30
	1	2.37	1.974	24
	Total	2.56	1.839	54
1	0	2.79	1.843	19
	1	2.44	1.795	32
	Total	2.57	1.803	51
Total	0	2.73	1.765	49
	1	2.41	1.856	56
	Total	2.56	1.813	105

Two-way ANOVA testing for the moderating effect of information format on frustration during evaluation of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.890a	3	0.963	0.287	0.835
Intercept	667.986	1	667.986	199.041	0
NFT	0.145	1	0.145	0.043	0.836
Information format	2.884	1	2.884	0.859	0.356
NFT * Information format	0.005	1	0.005	0.001	0.971
Error	338.958	101	3.356		
Total	1031	105			
Corrected Total	341.848	104			

a. R Squared = .008 (Adjusted R Squared = -.021)

Hypothesis 4

Mean confidence in judgement and standard deviation of the sweater for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	4.70	1.472	30
	1	4.92	1.222	24
	Total	4.80	1.358	54
1	0	4.74	1.295	19
	1	5.13	1.185	32
	Total	4.98	1.229	51
Total	0	4.71	1.392	49
	1	5.04	1.194	56
	Total	4.89	1.294	105

Two-way ANOVA testing for the moderating effect of information format on confidence in judgement of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.311a	3	1.104	0.653	0.583
Intercept	2388.019	1	2388.019	1411.974	0
NFT	0.378	1	0.378	0.224	0.637
Information format	2.302	1	2.302	1.361	0.246
NFT * Information format	0.185	1	0.185	0.109	0.741
Error	170.818	101	1.691		
Total	2680.5	105			
Corrected Total	174.129	104			

a. R Squared = .019 (Adjusted R Squared = -.010)

Mean confidence in judgement and standard deviation of the action camera for all groups

NFT	Information Format	Mean	Std. Deviation	N
0	0	5.25	1.202	30
	1	4.73	1.285	24
	Total	5.02	1.255	54
1	0	4.92	1.109	19
	1	4.59	1.462	32
	Total	4.72	1.339	51
Total	0	5.12	1.166	49
	1	4.65	1.378	56
	Total	4.87	1.299	105

Two-way ANOVA testing for the moderating effect of information format on confidence in judgement of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.299a	3	2.433	1.461	0.23
Intercept	2391.812	1	2391.812	1436.097	0
NFT	1.357	1	1.357	0.815	0.369
Information format	4.527	1	4.527	2.718	0.102
NFT * Information format	0.236	1	0.236	0.142	0.708
Error	168.215	101	1.665		
Total	2667.25	105			
Corrected Total	175.514	104			

a. R Squared = .042 (Adjusted R Squared = .013)

Appendix M4. Additional moderation analysis using linear regression

Hypothesis 1

Additional regression analysis testing moderating effects of information content and information format on purchase intention of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.508	10	2.351	1.393	0.196
Residual	158.676	94	1.688		
Total	182.184	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.359	0.129	0.036	1.29925

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	0.788	1.352		0.583	0.561
NFT	-0.675	0.599	-0.256	-1.127	0.263
Information content	0.256	0.36	0.097	0.713	0.478
Age	0.143	0.07	0.237	2.046	0.044
Gender	0.33	0.285	0.124	1.158	0.25
Education	-0.289	0.167	-0.195	-1.732	0.087
Nationality	0.181	0.146	0.137	1.243	0.217
NFT*Information content	0.866	0.725	0.294	1.194	0.236
Information format	-0.28	0.366	-0.106	-0.764	0.446
NFT * Information format	0.625	0.717	0.219	0.872	0.385
NFT * Information content * Information format	-1.002	0.801	-0.28	-1.251	0.214

Additional regression analysis testing moderating effects of information content and information format on purchase intention of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.643	10	1.464	0.931	0.509
Residual	147.911	94	1.574		
Total	162.554	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.300	0.09	-0.007	1.2544

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.371	1.305		2.583	0.011
NFT	0.274	0.578	0.11	0.473	0.637
Information content	-0.533	0.347	-0.214	-1.534	0.128
Age	0.083	0.068	0.145	1.226	0.223
Gender	-0.117	0.275	-0.047	-0.426	0.671
Education	-0.181	0.161	-0.13	-1.125	0.264
Nationality	-0.053	0.14	-0.042	-0.375	0.709
NFT*Information content	0.767	0.7	0.276	1.096	0.276
Information format	0.222	0.353	0.089	0.628	0.532
NFT * Information format	-0.391	0.692	-0.144	-0.564	0.574
NFT * Information content * Information format	-0.666	0.774	-0.197	-0.86	0.392

Hypothesis 2

Additional regression analysis testing moderating effects of information content and information format on the perceived quality of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.171	10	0.917	1.394	0.195
Residual	61.82	94	0.658		
Total	70.99	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.359	0.129	0.037	0.811

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	1.772	0.844		2.101	0.038
NFT	-0.206	0.374	-0.125	-0.551	0.583
Information content	0.418	0.225	0.254	1.861	0.066
Age	0.073	0.044	0.193	1.662	0.1
Gender	0.109	0.178	0.065	0.611	0.543
Education	0.059	0.104	0.064	0.567	0.572
Nationality	-0.096	0.091	-0.116	-1.055	0.294
NFT*Information content	0.167	0.453	0.091	0.369	0.713
Information format	-0.204	0.229	-0.124	-0.892	0.374
NFT * Information format	0.59	0.448	0.33	1.318	0.191
NFT * Information content * Information format	-0.523	0.5	-0.234	-1.045	0.299

Additional regression analysis testing moderating effects of information content and information format on the perceived quality of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.688	10	0.769	0.795	0.634
Residual	90.941	94	0.967		
Total	98.629	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.279	0.078	-0.02	0.984

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	4.202	1.023		4.107	0
NFT	0.433	0.454	0.223	0.955	0.342
Information content	0.151	0.272	0.078	0.554	0.581
Age	-0.033	0.053	-0.075	-0.625	0.534
Gender	-0.247	0.216	-0.126	-1.146	0.255
Education	0.152	0.126	0.14	1.208	0.23
Nationality	-0.151	0.11	-0.155	-1.369	0.174
NFT*Information content	-0.219	0.549	-0.101	-0.398	0.691
Information format	-0.035	0.277	-0.018	-0.126	0.9
NFT * Information format	-0.085	0.543	-0.04	-0.157	0.876
NFT * Information content * Information format	-0.163	0.607	-0.062	-0.269	0.788

Additional regression analysis testing moderating effects of information content and information format on the perceived softness of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.836	10	0.984	1.019	0.433
Residual	90.698	94	0.965		
Total	100.533	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.313	0.098	0.002	0.982

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	4.265	1.022		4.173	0
NFT	0.517	0.453	0.264	1.141	0.257
Information content	0.528	0.272	0.27	1.941	0.055
Age	-0.035	0.053	-0.079	-0.667	0.506
Gender	0.057	0.215	0.029	0.266	0.791
Education	0.018	0.126	0.016	0.14	0.889
Nationality	-0.127	0.11	-0.129	-1.15	0.253
NFT*Information content	-0.621	0.548	-0.284	-1.133	0.26
Information format	0.272	0.277	0.139	0.984	0.328
NFT * Information format	0.066	0.542	0.031	0.123	0.903
NFT * Information content * Information format	-0.283	0.606	-0.106	-0.466	0.642

Additional regression analysis testing moderating effects of information content and information format on the perceived weight of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.878	10	0.588	0.876	0.558
Residual	63.037	94	0.671		
Total	68.914	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.292	0.085	-0.012	0.819

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.707	0.852		4.352	0
NFT	0.552	0.378	0.34	1.461	0.147
Information content	0.49	0.227	0.302	2.159	0.033
Age	0.028	0.044	0.076	0.642	0.523
Gender	-0.141	0.179	-0.086	-0.787	0.433
Education	-0.097	0.105	-0.106	-0.921	0.359
Nationality	0.05	0.092	0.062	0.548	0.585
NFT*Information content	-0.395	0.457	-0.218	-0.865	0.389
Information format	0.181	0.231	0.111	0.783	0.435
NFT * Information format	-0.466	0.452	-0.265	-1.032	0.305
NFT * Information content * Information format	0.097	0.505	0.044	0.192	0.848

Hypothesis 3

Additional regression analysis testing moderating effects of information content and information format on the frustration during evaluation of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	39.721	10	3.972	1.393	0.195
Residual	267.993	94	2.851		
Total	307.714	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.359	0.129	0.036	1.688

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	6.293	1.756		3.583	0.001
NFT	0.775	0.779	0.226	0.995	0.322
Information content	-0.32	0.468	-0.094	-0.685	0.495
Age	-0.228	0.091	-0.291	-2.508	0.014
Gender	-0.119	0.37	-0.034	-0.322	0.748
Education	0.371	0.217	0.193	1.714	0.09
Nationality	0.161	0.189	0.094	0.853	0.396
NFT*Information content	-0.904	0.943	-0.236	-0.959	0.34
Information format	-0.321	0.476	-0.094	-0.675	0.501
NFT * Information format	-1.262	0.932	-0.339	-1.354	0.179
NFT * Information content * Information format	1.101	1.041	0.237	1.058	0.293

Additional regression analysis testing moderating effects of information content and information format on the frustration during evaluation of the action camera

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.237	10	1.024	0.29	0.982
Residual	331.611	94	3.528		
Total	341.848	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.173	0.03	-0.073	1.878

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	2.957	1.954		1.513	0.134
NFT	-0.108	0.866	-0.03	-0.124	0.901
Information content	-0.639	0.52	-0.177	-1.228	0.222
Age	-0.032	0.101	-0.039	-0.319	0.75
Gender	0.155	0.412	0.043	0.377	0.707
Education	0.126	0.241	0.062	0.521	0.603
Nationality	0.025	0.21	0.014	0.12	0.905
NFT*Information content	0.364	1.049	0.09	0.348	0.729
Information format	-0.377	0.529	-0.104	-0.712	0.478
NFT * Information format	-0.129	1.037	-0.033	-0.125	0.901
NFT * Information content * Information format	0.254	1.158	0.052	0.219	0.827

Hypothesis 4

Additional regression analysis testing moderating effects of information content and information format on the confidence in judgement of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.643	10	1.264	0.736	0.689
Residual	161.485	94	1.718		
Total	174.129	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.269	0.073	-0.026	1.3107

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	4.916	1.363		3.606	0.001
NFT	0.254	0.604	0.099	0.42	0.675
Information content	0.737	0.363	0.286	2.029	0.045
Age	0.01	0.071	0.017	0.145	0.885
Gender	-0.136	0.287	-0.052	-0.474	0.637
Education	-0.144	0.168	-0.1	-0.857	0.393
Nationality	-0.027	0.147	-0.021	-0.181	0.857
NFT*Information content	-0.413	0.732	-0.143	-0.565	0.574
Information format	0.277	0.369	0.107	0.75	0.455
NFT * Information format	0.308	0.724	0.11	0.425	0.671
NFT * Information content * Information format	-0.314	0.808	-0.09	-0.389	0.698

Additional regression analysis testing moderating effects of information content and information format on the confidence in judgement of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.225	10	2.122	1.293	0.246
Residual	154.29	94	1.641		
Total	175.514	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.348	0.121	0.027	1.28116

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	6.779	1.333		5.087	0
NFT	0.46	0.591	0.178	0.779	0.438
Information content	0.383	0.355	0.148	1.079	0.283
Age	-0.005	0.069	-0.008	-0.07	0.945
Gender	-0.496	0.281	-0.19	-1.767	0.081
Education	-0.244	0.164	-0.168	-1.486	0.141
Nationality	-0.038	0.143	-0.029	-0.263	0.793
NFT*Information content	-0.914	0.715	-0.316	-1.278	0.204
Information format	-0.369	0.361	-0.142	-1.022	0.31
NFT * Information format	-0.594	0.707	-0.211	-0.84	0.403
NFT * Information content * Information format	1.055	0.79	0.301	1.336	0.185

Appendix M5. Relationship between risk attitude and NFT

Binary logistic regression testing the relationship between the objective measure of risk attitude and the binary variable for instrumental NFT

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept Only	142.703			
Final	127.954	14.748	10	0.142

	B	Std. Error	Wald	df	Sig.	Exp(B)
Intercept	-2.013	3.353	0.36	1	0.548	
Objective risk measure	0.037	0.102	0.129	1	0.719	1.037
Age	0.112	0.134	0.708	1	0.4	1.119
[Gender=1]	-1.265	0.447	8.012	1	0.005	0.282
[Gender=2]	0b	.	.	0	.	.
[Education=1]	-18.088	0	.	1	.	1.40E-08
[Education=2]	18.874	0	.	1	.	1.57E+08
[Education=3]	-0.016	0.606	0.001	1	0.979	0.984
[Education=4]	0.064	0.608	0.011	1	0.916	1.066
[Education=5]	0b	.	.	0	.	.
[Nationality=1]	0.06	0.789	0.006	1	0.939	1.062
[Nationality=2]	0.763	1.148	0.442	1	0.506	2.145
[Nationality=3]	-0.054	0.989	0.003	1	0.957	0.948
[Nationality=4]	0b	.	.	0	.	.

Binary logistic regression testing the relationship between the subjective measure of general risk attitude and the binary variable for instrumental NFT

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept Only	140.505			
Final	124.415	16.09	10	0.097

	B	Std. Error	Wald	df	Sig.	Exp(B)
Intercept	-1.929	3.353	0.331	1	0.565	
Age	0.14	0.137	1.048	1	0.306	1.15
Subjective general RA measure	-0.107	0.089	1.443	1	0.23	0.899
[Gender=1]	-1.185	0.453	6.832	1	0.009	0.306
[Gender=2]	0b	.	.	0	.	.
[Education=1]	-17.873	0	.	1	.	1.73E-08
[Education=2]	19.349	0	.	1	.	2.53E+08
[Education=3]	0.048	0.615	0.006	1	0.938	1.049
[Education=4]	0.2	0.629	0.101	1	0.751	1.221
[Education=5]	0b	.	.	0	.	.
[Nationality=1]	0.085	0.785	0.012	1	0.914	1.089
[Nationality=2]	0.708	1.154	0.376	1	0.54	2.029
[Nationality=3]	0.087	0.986	0.008	1	0.93	1.091
[Nationality=4]	0b	.	.	0	.	.

Binary logistic regression testing the relationship between the subjective measure of financial risk attitude and the binary variable for instrumental NFT

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept Only	137.157			
Final	117.854	19.303	10	0.037

	B	Std. Error	Wald	df	Sig.	Exp(B)
Intercept	-1.02	3.396	0.09	1	0.764	
Subjective financial RA measure	-0.185	0.088	4.426	1	0.035	0.831
Age	0.109	0.135	0.648	1	0.421	1.115
[Gender=1]	-1.163	0.457	6.466	1	0.011	0.313
[Gender=2]	0b	.	.	0	.	.
[Education=1]	-17.734	0	.	1	.	1.99E-08
[Education=2]	18.95	0	.	1	.	1.7E+08
[Education=3]	-0.119	0.631	0.036	1	0.85	0.888
[Education=4]	0.139	0.627	0.049	1	0.825	1.149
[Education=5]	0b	.	.	0	.	.
[Nationality=1]	0.126	0.787	0.026	1	0.873	1.134
[Nationality=2]	0.939	1.175	0.639	1	0.424	2.558
[Nationality=3]	0.127	0.993	0.016	1	0.898	1.135
[Nationality=4]	0b	.	.	0	.	.

Binary logistic regression testing the relationship between the objective measure of risk attitude and the binary variable for autotelic NFT

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept Only	139.549			
Final	118.632	20.916	10	0.022

	B	Std. Error	Wald	df	Sig.	Exp(B)
Intercept	3.913	3.448	1.288	1	0.256	
Objective risk measure	-0.026	0.108	0.058	1	0.81	0.974
Age	-0.127	0.137	0.862	1	0.353	0.881
[Gender=1]	-1.795	0.494	13.23	1	0	0.166
[Gender=2]	0b	.	.	0	.	.
[Education=1]	-0.45	1.681	0.072	1	0.789	6.38E-01
[Education=2]	17.193	0	.	1	.	29306313
[Education=3]	-0.696	0.65	1.145	1	0.285	0.499
[Education=4]	-1.236	0.671	3.396	1	0.065	0.29
[Education=5]	0b	.	.	0	.	.
[Nationality=1]	0.621	0.856	0.526	1	0.468	1.86
[Nationality=2]	0.147	1.275	0.013	1	0.908	1.158
[Nationality=3]	-0.677	1.067	0.403	1	0.526	0.508
[Nationality=4]	0b	.	.	0	.	.

Binary logistic regression testing the relationship between the subjective measure of general risk attitude and the binary variable for autotelic NFT

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept Only	138.738			
Final	117.713	21.024	10	0.021

	B	Std. Error	Wald	df	Sig.	Exp(B)
Intercept	3.833	3.424	1.254	1	0.263	
Subjective general RA measure	-0.037	0.09	0.166	1	0.683	0.964
Age	-0.119	0.138	0.74	1	0.39	0.888
[Gender=1]	-1.744	0.496	12.38	1	0	0.175
[Gender=2]	0b	.	.	0	.	.
[Education=1]	-0.427	1.68	0.065	1	0.799	6.53E-01
[Education=2]	17.369	0	.	1	.	34952128
[Education=3]	-0.685	0.655	1.095	1	0.295	0.504
[Education=4]	-1.189	0.675	3.104	1	0.078	0.305
[Education=5]	0b	.	.	0	.	.
[Nationality=1]	0.597	0.844	0.501	1	0.479	1.817
[Nationality=2]	0.073	1.272	0.003	1	0.954	1.076
[Nationality=3]	-0.675	1.051	0.412	1	0.521	0.509
[Nationality=4]	0b	.	.	0	.	.

Binary logistic regression testing the relationship between the subjective measure of financial risk attitude and the binary variable for autotelic NFT

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept Only	136.776			
Final	114.57	22.206	10	0.014

	B	Std. Error	Wald	df	Sig.	Exp(B)
Intercept	3.321	3.479	0.911	1	0.34	
Subjective financial RA measure	0.103	0.089	1.321	1	0.25	1.108
Age	-0.124	0.138	0.808	1	0.369	0.883
[Gender=1]	-1.913	0.511	13.99	1	0	0.148
[Gender=2]	0b	.	.	0	.	.
[Education=1]	-0.627	1.692	0.137	1	0.711	5.34E-01
[Education=2]	17.124	0	.	1	.	27350641
[Education=3]	-0.634	0.649	0.952	1	0.329	0.531
[Education=4]	-1.284	0.679	3.576	1	0.059	0.277
[Education=5]	0b	.	.	0	.	.
[Nationality=1]	0.613	0.869	0.497	1	0.481	1.846
[Nationality=2]	0.18	1.269	0.02	1	0.887	1.198
[Nationality=3]	-0.788	1.086	0.527	1	0.468	0.455
[Nationality=4]	0b	.	.	0	.	.

Appendix N. Results when coding NFT as a categorical variable.

Appendix N1. Main effects

Hypothesis 1

One-way ANOVA testing the difference in mean purchase intentions between categories of NFT for the sweater and the action camera

Descriptive statistics

	NFT category	N	Mean	Std. Deviation
Purchase intention sweater	1	30	3.22	1.458
	2	24	3.50	1.407
	3	31	3.46	1.210
	4	20	3.20	1.240
	Total	105	3.35	1.324
Purchase intention action camera	1	30	4.13	1.383
	2	24	3.93	1.200
	3	31	4.10	1.245
	4	20	4.42	1.144
	Total	105	4.13	1.250

One-way ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Purchase intention sweater	Between Groups	1.871	3	0.624	0.349	0.790
	Within Groups	180.314	101	1.785		
	Total	182.184	104			
Purchase intention action camera	Between Groups	2.633	3	0.878	0.554	0.646
	Within Groups	159.922	101	1.583		
	Total	162.554	104			

Hypothesis 2

One-way ANOVA testing the difference in mean perceived quality and perceived weight between categories of NFT for the sweater

Descriptive statistics

	NFT category	N	Mean	Std. Deviation
Perceived quality of the sweater	1	30	3.67	0.922
	2	24	3.63	0.770
	3	31	3.58	0.807
	4	20	4.15	0.671
	Total	105	3.72	0.826
Perceived attribute of the sweater (softness)	1	30	4.03	1.033
	2	24	3.58	1.018
	3	31	3.97	0.795
	4	20	4.15	1.089
	Total	105	3.93	0.983

One-way ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Perceived quality of the sweater	Between Groups	0.804	3	0.268	0.277	0.842
	Within Groups	97.824	101	0.969		
	Total	98.629	104			
Perceived attribute of the sweater (softness)	Between Groups	4.600	3	1.533	2.333	0.079
	Within Groups	66.39	101	0.657		
	Total	70.99	104			

One-way ANOVA testing the difference in mean perceived quality and perceived weight between categories of NFT for the action camera

Descriptive statistics

	NFT category	N	Mean	Std. Deviation
Perceived quality of the camera	1	30	3.67	1.184
	2	24	3.58	0.974
	3	31	3.68	0.702
	4	20	3.85	1.040
	Total	105	3.69	0.974
Perceived attribute of the camera (weight)	1	30	4.20	0.961
	2	24	4.00	0.722
	3	31	4.19	0.792
	4	20	4.30	0.733
	Total	105	4.17	0.814

One-way ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Perceived quality of the camera	Between Groups	0.804	3	0.268	0.277	0.842
	Within Groups	97.824	101	0.969		
	Total	98.629	104			
Perceived attribute of the camera (weight)	Between Groups	1.076	3	0.359	0.534	0.66
	Within Groups	67.839	101	0.672		
	Total	68.914	104			

Hypothesis 3

One-way ANOVA testing the difference in mean frustration during evaluation between categories of NFT for the sweater and the action camera

Descriptive statistics

	NFT category	N	Mean	Std. Deviation
Frustration during evaluation of the sweater	1	30	2.67	1.900
	2	24	2.79	1.865
	3	31	2.39	1.498
	4	20	2.45	1.669
	Total	105	2.57	1.720
Frustration during evaluation of the camera	1	30	2.50	1.978
	2	24	2.63	1.689
	3	31	2.68	1.815
	4	20	2.40	1.818
	Total	105	2.56	1.813

One-way ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Frustration during evaluation of the sweater	Between Groups	2.784	3	0.928	0.307	0.820
	Within Groups	304.93	101	3.019		
	Total	307.714	104			
Frustration during evaluation of the camera	Between Groups	1.148	3	0.383	0.113	0.952
	Within Groups	340.699	101	3.373		
	Total	341.848	104			

Hypothesis 4

One-way ANOVA testing the difference in mean confidence in judgement between categories of NFT for the sweater and the action camera

Descriptive statistics

	NFT category	N	Mean	Std. Deviation
Confidence in judgement of the sweater	1	30	4.80	1.336
	2	24	4.79	1.414
	3	31	4.92	1.155
	4	20	5.08	1.360
	Total	105	4.89	1.294
Confidence in judgement of the camera	1	30	5.00	1.174
	2	24	5.04	1.375
	3	31	4.47	1.431
	4	20	5.10	1.107
	Total	105	4.87	1.299

One-way ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Confidence in judgement of the sweater	Between Groups	1.184	3	0.395	0.231	0.875
	Within Groups	172.944	101	1.712		
	Total	174.129	104			
Confidence in judgement of the camera	Between Groups	7.288	3	2.429	1.459	0.23
	Within Groups	168.226	101	1.666		
	Total	175.514	104			

Appendix N2. Moderation effects of information content

Hypothesis 1

Mean purchase intention and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	3.02	1.515	18
	1	3.53	1.374	12
	Total	3.22	1.458	30
2	0	3.50	1.227	12
	1	3.50	1.624	12
	Total	3.50	1.407	24
3	0	3.14	1.099	14
	1	3.73	1.265	17
	Total	3.46	1.210	31
4	0	2.88	1.234	8
	1	3.42	1.248	12
	Total	3.20	1.240	20
Total	0	3.14	1.286	52
	1	3.56	1.339	53
	Total	3.35	1.324	105

Two-way ANOVA testing for the moderating effect of haptic information on purchase intention of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.752a	7	1.107	0.616	0.742
Intercept	1107.253	1	1107.253	615.734	0
NFT (categorical)	1.728	3	0.576	0.32	0.811
Information content	4.143	1	4.143	2.304	0.132
NFT (categorical) * Information content	1.39	3	0.463	0.258	0.856
Error	174.432	97	1.798		
Total	1362.222	105			
Corrected Total	182.184	104			

a. R Squared = .043 (Adjusted R Squared = -.027)

Mean purchase intention and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	4.44	1.381	18
	1	3.67	1.303	12
	Total	4.13	1.383	30
2	0	4.03	1.010	12
	1	3.83	1.403	12
	Total	3.93	1.200	24
3	0	4.24	1.516	14
	1	3.98	1.003	17
	Total	4.10	1.245	31
4	0	4.50	1.084	8
	1	4.36	1.226	12
	Total	4.42	1.144	20
Total	0	4.30	1.279	52
	1	3.96	1.210	53
	Total	4.13	1.250	105

Two-way ANOVA testing for the moderating effect of haptic information on purchase intention of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.818a	7	1.117	0.7	0.672
Intercept	1695.937	1	1695.937	1063.134	0
NFT (categorical)	2.83	3	0.943	0.591	0.622
Information content	2.909	1	2.909	1.823	0.18
NFT (categorical) * Information content	1.735	3	0.578	0.363	0.78
Error	154.737	97	1.595		
Total	1953.667	105			
Corrected Total	162.554	104			

a. R Squared = .048 (Adjusted R Squared = -.021)

Hypothesis 2

Mean quality perception and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	3.33	0.907	18
	1	4.17	0.718	12
	Total	3.67	0.922	30
2	0	3.58	0.669	12
	1	3.67	0.888	12
	Total	3.62	0.770	24
3	0	3.43	0.938	14
	1	3.71	0.686	17
	Total	3.58	0.807	31
4	0	4.13	0.641	8
	1	4.17	0.718	12
	Total	4.15	0.671	20
Total	0	3.54	0.851	52
	1	3.91	0.766	53
	Total	3.72	0.826	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived quality of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.241a	7	1.463	2.336	0.03
Intercept	1413.663	1	1413.663	2257.22	0
NFT	4.399	3	1.466	2.341	0.078
Information content	2.37	1	2.37	3.785	0.055
NFT * Information content	2.605	3	0.868	1.386	0.252
Error	60.75	97	0.626		
Total	1527	105			
Corrected Total	70.99	104			

a. R Squared = .144 (Adjusted R Squared = .083)

Mean quality perception and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	3.61	1.195	18
	1	3.75	1.215	12
	Total	3.67	1.184	30
2	0	3.50	1.087	12
	1	3.67	0.888	12
	Total	3.58	0.974	24
3	0	3.71	0.825	14
	1	3.65	0.606	17
	Total	3.68	0.702	31
4	0	4.13	0.991	8
	1	3.67	1.073	12
	Total	3.85	1.040	20
Total	0	3.69	1.039	52
	1	3.68	0.915	53
	Total	3.69	0.974	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived quality of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.153a	7	0.308	0.309	0.948
Intercept	1367.634	1	1367.634	1375.068	0
NFT	1.085	3	0.362	0.364	0.779
Information content	0.075	1	0.075	0.076	0.784
NFT * Information content	1.329	3	0.443	0.445	0.721
Error	96.476	97	0.995		
Total	1525	105			
Corrected Total	98.629	104			

a. R Squared = .022 (Adjusted R Squared = -.049)

Mean softness perception and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	3.83	0.985	18
	1	4.33	1.073	12
	Total	4.03	1.033	30
2	0	3.25	0.965	12
	1	3.92	0.996	12
	Total	3.58	1.018	24
3	0	4.00	0.784	14
	1	3.94	0.827	17
	Total	3.97	0.795	31
4	0	4.63	0.518	8
	1	3.83	1.267	12
	Total	4.15	1.089	20
Total	0	3.87	0.950	52
	1	4.00	1.019	53
	Total	3.93	0.983	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived softness of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	11.717a	7	1.674	1.828	0.09
Intercept	1563.281	1	1563.281	1707.327	0
NFT	5.238	3	1.746	1.907	0.134
Information content	0.155	1	0.155	0.169	0.681
NFT * Information content	7.065	3	2.355	2.572	0.059
Error	88.816	97	0.916		
Total	1725	105			
Corrected Total	100.533	104			

a. R Squared = .117 (Adjusted R Squared = .053)

Mean weight perception and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	3.89	1.023	18
	1	4.67	0.651	12
	Total	4.20	0.961	30
2	0	3.92	0.515	12
	1	4.08	0.900	12
	Total	4.00	0.722	24
3	0	4.00	0.961	14
	1	4.35	0.606	17
	Total	4.19	0.792	31
4	0	4.38	0.916	8
	1	4.25	0.622	12
	Total	4.30	0.733	20
Total	0	4.00	0.886	52
	1	4.34	0.706	53
	Total	4.17	0.814	105

Two-way ANOVA testing for the moderating effect of haptic information on perceived weight of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.629a	7	0.947	1.475	0.185
Intercept	1745.729	1	1745.729	2718.718	0
NFT	1.382	3	0.461	0.717	0.544
Information content	2.134	1	2.134	3.323	0.071
NFT * Information content	2.599	3	0.866	1.349	0.263
Error	62.285	97	0.642		
Total	1896	105			
Corrected Total	68.914	104			

a. R Squared = .096 (Adjusted R Squared = .031)

Hypothesis 3

Mean frustration during evaluation and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	2.78	1.987	18
	1	2.50	1.834	12
	Total	2.67	1.900	30
2	0	3.08	1.832	12
	1	2.50	1.931	12
	Total	2.79	1.865	24
3	0	2.29	1.437	14
	1	2.47	1.586	17
	Total	2.39	1.498	31
4	0	3.13	1.808	8
	1	2.00	1.477	12
	Total	2.45	1.669	20
Total	0	2.77	1.767	52
	1	2.38	1.667	53
	Total	2.57	1.720	105

Two-way ANOVA testing for the moderating effect of haptic information on frustration during evaluation of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	11.719a	7	1.674	0.549	0.795
Intercept	667.94	1	667.94	218.889	0
NFT	2.432	3	0.811	0.266	0.85
Information content	5.037	1	5.037	1.651	0.202
NFT * Information content	5.434	3	1.811	0.594	0.621
Error	295.995	97	3.051		
Total	1002	105			
Corrected Total	307.714	104			

a. R Squared = .038 (Adjusted R Squared = -.031)

Mean frustration during evaluation and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	2.72	2.052	18
	1	2.17	1.899	12
	Total	2.50	1.978	30
2	0	3.00	1.414	12
	1	2.25	1.913	12
	Total	2.63	1.689	24
3	0	2.64	2.023	14
	1	2.71	1.687	17
	Total	2.68	1.815	31
4	0	2.50	2.138	8
	1	2.33	1.670	12
	Total	2.40	1.818	20
Total	0	2.73	1.880	52
	1	2.40	1.747	53
	Total	2.56	1.813	105

Two-way ANOVA testing for the moderating effect of haptic information on frustration during evaluation of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.909a	7	0.987	0.286	0.958
Intercept	641.073	1	641.073	185.658	0
NFT	1.272	3	0.424	0.123	0.946
Information content	3.083	1	3.083	0.893	0.347
NFT * information content	2.734	3	0.911	0.264	0.851
Error	334.938	97	3.453		
Total	1031	105			
Corrected Total	341.848	104			

a. R Squared = .020 (Adjusted R Squared = -.050)

Hypothesis 4

Mean confidence in judgement and standard deviation of the sweater for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	4.36	1.348	18
	1	5.46	1.054	12
	Total	4.80	1.336	30
2	0	4.67	1.052	12
	1	4.92	1.743	12
	Total	4.79	1.414	24
3	0	5.00	1.494	14
	1	4.85	0.825	17
	Total	4.92	1.155	31
4	0	4.88	1.620	8
	1	5.21	1.215	12
	Total	5.08	1.360	20
Total	0	4.68	1.358	52
	1	5.08	1.208	53
	Total	4.89	1.294	105

Two-way ANOVA testing for the moderating effect of haptic information on confidence in judgement of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.927a	7	1.561	0.928	0.489
Intercept	2402.519	1	2402.519	1427.952	0
NFT	0.677	3	0.226	0.134	0.94
Information content	3.651	1	3.651	2.17	0.144
NFT * Information content	5.948	3	1.983	1.178	0.322
Error	163.202	97	1.682		
Total	2680.5	105			
Corrected Total	174.129	104			

a. R Squared = .063 (Adjusted R Squared = -.005)

Mean confidence in judgement and standard deviation of the action camera for all groups

NFT	Information content	Mean	Std. Deviation	N
1	0	4.94	0.802	18
	1	5.08	1.621	12
	Total	5.00	1.174	30
2	0	4.83	1.115	12
	1	5.25	1.617	12
	Total	5.04	1.375	24
3	0	4.68	1.601	14
	1	4.29	1.300	17
	Total	4.47	1.431	31
4	0	4.63	1.275	8
	1	5.42	0.900	12
	Total	5.10	1.107	20
Total	0	4.80	1.173	52
	1	4.94	1.420	53
	Total	4.87	1.299	105

Two-way ANOVA testing for the moderating effect of haptic information on confidence in judgement of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.612a	7	1.802	1.073	0.387
Intercept	2376.502	1	2376.502	1415.084	0
NFT	6.257	3	2.086	1.242	0.299
Information content	1.439	1	1.439	0.857	0.357
NFT * Information content	4.587	3	1.529	0.91	0.439
Error	162.902	97	1.679		
Total	2667.25	105			
Corrected Total	175.514	104			

a. R Squared = .072 (Adjusted R Squared = .005)

Appendix N3. Moderation effects of information format

Hypothesis 1

Mean purchase intention and standard deviation of the sweater for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	3.43	1.477	18
	1	2.92	1.436	12
	Total	3.22	1.458	30
2	0	3.47	1.527	12
	1	3.53	1.344	12
	Total	3.50	1.407	24
3	0	3.45	1.067	11
	1	3.47	1.309	20
	Total	3.46	1.210	31
4	0	3.58	1.282	8
	1	2.94	1.196	12
	Total	3.20	1.240	20
Total	0	3.47	1.337	49
	1	3.25	1.315	56
	Total	3.35	1.324	105

Two-way ANOVA testing for the moderating effect of information format on purchase intention of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.717a	7	0.817	0.449	0.869
Intercept	1096.199	1	1096.199	602.555	0
NFT	1.949	3	0.65	0.357	0.784
Information format	1.783	1	1.783	0.98	0.325
NFT * Information format	2.258	3	0.753	0.414	0.744
Error	176.467	97	1.819		
Total	1362.222	105			
Corrected Total	182.184	104			

a. R Squared = .031 (Adjusted R Squared = -.039)

Mean purchase intention and standard deviation of the action camera for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	4.19	1.492	18
	1	4.06	1.262	12
	Total	4.13	1.383	30
2	0	3.69	1.403	12
	1	4.17	0.959	12
	Total	3.93	1.200	24
3	0	4.45	1.025	11
	1	3.90	1.334	20
	Total	4.10	1.245	31
4	0	4.71	1.290	8
	1	4.22	1.048	12
	Total	4.42	1.144	20
Total	0	4.21	1.350	49
	1	4.06	1.164	56
	Total	4.13	1.250	105

Two-way ANOVA testing for the moderating effect of information format on purchase intention of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.408a	7	1.058	0.662	0.704
Intercept	1702.34	1	1702.34	1064.332	0
NFT	3.106	3	1.035	0.647	0.587
Information format	0.744	1	0.744	0.465	0.497
NFT * Information format	4.015	3	1.338	0.837	0.477
Error	155.146	97	1.599		
Total	1953.667	105			
Corrected Total	162.554	104			

a. R Squared = .046 (Adjusted R Squared = -.023)

Hypothesis 2

Mean perceived quality and standard deviation of the sweater for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	3.67	0.970	18
	1	3.67	0.888	12
	Total	3.67	0.922	30
2	0	3.83	0.718	12
	1	3.42	0.793	12
	Total	3.62	0.770	24
3	0	3.55	0.820	11
	1	3.60	0.821	20
	Total	3.58	0.807	31
4	0	4.13	0.641	8
	1	4.17	0.718	12
	Total	4.15	0.671	20
Total	0	3.76	0.830	49
	1	3.70	0.829	56
	Total	3.72	0.826	105

Two-way ANOVA testing for the moderating effect of information format on perceived quality of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.672a	7	0.81	1.203	0.308
Intercept	1376.345	1	1376.345	2043.901	0
NFT	4.396	3	1.465	2.176	0.096
Information format	0.157	1	0.157	0.233	0.63
NFT * Information format	0.925	3	0.308	0.458	0.712
Error	65.319	97	0.673		
Total	1527	105			
Corrected Total	70.99	104			

a. R Squared = .080 (Adjusted R Squared = .013)

Mean perceived quality and standard deviation of the action camera for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	3.72	1.127	18
	1	3.58	1.311	12
	Total	3.67	1.184	30
2	0	3.58	0.900	12
	1	3.58	1.084	12
	Total	3.58	0.974	24
3	0	3.64	0.809	11
	1	3.70	0.657	20
	Total	3.68	0.702	31
4	0	4.25	1.035	8
	1	3.58	0.996	12
	Total	3.85	1.040	20
Total	0	3.76	0.990	49
	1	3.63	0.964	56
	Total	3.69	0.974	105

Two-way ANOVA testing for the moderating effect of information format on perceived quality of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.105a	7	0.444	0.45	0.868
Intercept	1341.854	1	1341.854	1362.599	0
NFT	1.313	3	0.438	0.444	0.722
Information format	0.841	1	0.841	0.854	0.358
NFT * Information format	1.741	3	0.58	0.589	0.623
Error	95.523	97	0.985		
Total	1525	105			
Corrected Total	98.629	104			

a. R Squared = .031 (Adjusted R Squared = -.038)

Mean perceived softness and standard deviation of the sweater for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	3.89	1.132	18
	1	4.25	0.866	12
	Total	4.03	1.033	30
2	0	3.50	1.087	12
	1	3.67	0.985	12
	Total	3.58	1.018	24
3	0	3.91	0.831	11
	1	4.00	0.795	20
	Total	3.97	0.795	31
4	0	4.00	1.069	8
	1	4.25	1.138	12
	Total	4.15	1.089	20
Total	0	3.82	1.034	49
	1	4.04	0.934	56
	Total	3.93	0.983	105

Two-way ANOVA testing for the moderating effect of information format on perceived softness of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.680a	7	0.811	0.83	0.565
Intercept	1511.953	1	1511.953	1546.168	0
NFT	4.191	3	1.397	1.429	0.239
Information format	1.152	1	1.152	1.179	0.28
NFT * Information format	0.283	3	0.094	0.096	0.962
Error	94.854	97	0.978		
Total	1725	105			
Corrected Total	100.533	104			

a. R Squared = .056 (Adjusted R Squared = -.012)

Mean perceived weight and standard deviation of the action camera for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	3.94	1.056	18
	1	4.58	0.669	12
	Total	4.20	0.961	30
2	0	4.17	0.718	12
	1	3.83	0.718	12
	Total	4.00	0.722	24
3	0	4.55	0.688	11
	1	4.00	0.795	20
	Total	4.19	0.792	31
4	0	4.13	0.835	8
	1	4.42	0.669	12
	Total	4.30	0.733	20
Total	0	4.16	0.874	49
	1	4.18	0.765	56
	Total	4.17	0.814	105

Two-way ANOVA testing for the moderating effect of information format on perceived weight of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.201a	7	1.029	1.617	0.14
Intercept	1725.664	1	1725.664	2712.368	0
NFT	1.322	3	0.441	0.693	0.559
Information format	0.004	1	0.004	0.006	0.936
NFT * Information format	6.125	3	2.042	3.209	0.026
Error	61.713	97	0.636		
Total	1896	105			
Corrected Total	68.914	104			

a. R Squared = .104 (Adjusted R Squared = .040)

Hypothesis 3

Mean frustration during evaluation and standard deviation of the sweater for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	2.78	1.665	18
	1	2.50	2.276	12
	Total	2.67	1.900	30
2	0	2.83	1.946	12
	1	2.75	1.865	12
	Total	2.79	1.865	24
3	0	3.00	1.265	11
	1	2.05	1.538	20
	Total	2.39	1.498	31
4	0	2.88	1.959	8
	1	2.17	1.467	12
	Total	2.45	1.669	20
Total	0	2.86	1.658	49
	1	2.32	1.749	56
	Total	2.57	1.720	105

Two-way ANOVA testing for the moderating effect of information format on frustration during evaluation of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.195a	7	1.742	0.572	0.777
Intercept	670.465	1	670.465	220.07	0
NFT	1.163	3	0.388	0.127	0.944
Information format	6.228	1	6.228	2.044	0.156
NFT * Information format	3.042	3	1.014	0.333	0.802
Error	295.519	97	3.047		
Total	1002	105			
Corrected Total	307.714	104			

a. R Squared = .040 (Adjusted R Squared = -.030)

Mean frustration during evaluation and standard deviation of the action camera for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	2.94	1.984	18
	1	1.83	1.850	12
	Total	2.50	1.978	30
2	0	2.33	1.303	12
	1	2.92	2.021	12
	Total	2.63	1.689	24
3	0	2.82	1.779	11
	1	2.60	1.875	20
	Total	2.68	1.815	31
4	0	2.75	2.053	8
	1	2.17	1.697	12
	Total	2.40	1.818	20
Total	0	2.73	1.765	49
	1	2.41	1.856	56
	Total	2.56	1.813	105

Two-way ANOVA testing for the moderating effect of information format on frustration during evaluation of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14.050a	7	2.007	0.594	0.759
Intercept	633.228	1	633.228	187.381	0
NFT	1.762	3	0.587	0.174	0.914
Information format	2.699	1	2.699	0.799	0.374
NFT * Information format	9.782	3	3.261	0.965	0.413
Error	327.797	97	3.379		
Total	1031	105			
Corrected Total	341.848	104			

a. R Squared = .041 (Adjusted R Squared = -.028)

Hypothesis 4

Mean confidence in judgement and standard deviation of the sweater for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	4.64	1.443	18
	1	5.04	1.177	12
	Total	4.80	1.336	30
2	0	4.79	1.573	12
	1	4.79	1.305	12
	Total	4.79	1.414	24
3	0	4.36	1.164	11
	1	5.23	1.057	20
	Total	4.92	1.155	31
4	0	5.25	1.363	8
	1	4.96	1.405	12
	Total	5.08	1.360	20
Total	0	4.71	1.392	49
	1	5.04	1.194	56
	Total	4.89	1.294	105

Two-way ANOVA testing for the moderating effect of information format on confidence in judgement of the sweater

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.026a	7	1.147	0.67	0.697
Intercept	2330.109	1	2330.109	1360.73	0
NFT	1.387	3	0.462	0.27	0.847
Information format	1.444	1	1.444	0.843	0.361
NFT * Information format	4.533	3	1.511	0.882	0.453
Error	166.102	97	1.712		
Total	2680.5	105			
Corrected Total	174.129	104			

a. R Squared = .046 (Adjusted R Squared = -.023)

Mean confidence in judgement and standard deviation of the action camera for all groups

NFT	Information format	Mean	Std. Deviation	N
1	0	5.14	0.952	18
	1	4.79	1.469	12
	Total	5.00	1.174	30
2	0	5.42	1.535	12
	1	4.67	1.135	12
	Total	5.04	1.375	24
3	0	4.59	1.281	11
	1	4.40	1.536	20
	Total	4.47	1.431	31
4	0	5.38	0.641	8
	1	4.92	1.329	12
	Total	5.10	1.107	20
Total	0	5.12	1.166	49
	1	4.65	1.378	56
	Total	4.87	1.299	105

Two-way ANOVA testing for the moderating effect of information format on confidence in judgement of the action camera

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.798a	7	1.828	1.09	0.376
Intercept	2358.303	1	2358.303	1405.857	0
NFT	6.389	3	2.13	1.269	0.289
Information format	4.658	1	4.658	2.777	0.099
NFT * Information format	1.071	3	0.357	0.213	0.887
Error	162.716	97	1.677		
Total	2667.25	105			
Corrected Total	175.514	104			

a. R Squared = .073 (Adjusted R Squared = .006)

Appendix N4. Additional moderation analysis using linear regression

Hypothesis 1

Additional regression analysis testing moderating effects of information content and information format on purchase intention of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	22.77	10	2.277	1.343	0.22
Residual	159.415	94	1.696		
Total	182.184	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.354	0.125	0.032	1.30227

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	0.867	1.411		0.614	0.54
NFT	-0.155	0.256	-0.129	-0.607	0.545
Information content	0.354	0.632	0.135	0.561	0.576
Age	0.146	0.071	0.241	2.066	0.042
Gender	0.277	0.276	0.104	1.006	0.317
Education	-0.294	0.169	-0.199	-1.743	0.085
Nationality	0.202	0.146	0.153	1.381	0.17
NFT*Information content	0.141	0.285	0.159	0.494	0.623
Information format	-0.239	0.648	-0.09	-0.368	0.714
NFT * Information format	0.112	0.29	0.127	0.387	0.7
NFT * Information content * Information format	-0.231	0.213	-0.224	-1.084	0.281

Additional regression analysis testing moderating effects of information content and information format on purchase intention of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	13.677	10	1.368	0.864	0.57
Residual	148.878	94	1.584		
Total	162.554	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.290	0.084	-0.013	1.25849

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.182	1.363		2.334	0.022
NFT	0.043	0.247	0.038	0.174	0.862
Information content	-0.891	0.611	-0.358	-1.46	0.148
Age	0.085	0.068	0.148	1.24	0.218
Gender	-0.1	0.266	-0.04	-0.376	0.708
Education	-0.163	0.163	-0.117	-0.999	0.321
Nationality	-0.044	0.141	-0.035	-0.312	0.755
NFT*Information content	0.345	0.276	0.412	1.251	0.214
Information format	0.386	0.626	0.155	0.616	0.539
NFT * Information format	-0.101	0.281	-0.121	-0.359	0.721
NFT * Information content * Information format	-0.22	0.205	-0.227	-1.073	0.286

Hypothesis 2

Additional regression analysis testing moderating effects of information content and information format on the perceived quality of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.131	10	1.013	1.565	0.129
Residual	60.86	94	0.647		
Total	70.99	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.378	0.143	0.052	0.805

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	1.671	0.872		1.918	0.058
NFT	0.057	0.158	0.076	0.361	0.719
Information content	0.675	0.39	0.41	1.728	0.087
Age	0.071	0.044	0.189	1.635	0.105
Gender	0.078	0.17	0.047	0.456	0.649
Education	0.049	0.104	0.053	0.468	0.641
Nationality	-0.093	0.09	-0.113	-1.033	0.304
NFT*Information content	-0.068	0.176	-0.122	-0.383	0.702
Information format	-0.301	0.4	-0.182	-0.751	0.454
NFT * Information format	0.162	0.179	0.294	0.9	0.37
NFT * Information content * Information format	-0.135	0.131	-0.21	-1.028	0.307

Additional regression analysis testing moderating effects of information content and information format on the perceived quality of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.52	10	0.852	0.889	0.547
Residual	90.109	94	0.959		
Total	98.629	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.294	0.086	-0.011	0.979

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.785	1.061		3.569	0.001
NFT	0.189	0.192	0.212	0.981	0.329
Information content	0.331	0.475	0.171	0.697	0.488
Age	-0.026	0.053	-0.059	-0.496	0.621
Gender	-0.221	0.207	-0.113	-1.067	0.289
Education	0.139	0.127	0.128	1.099	0.274
Nationality	-0.154	0.11	-0.158	-1.4	0.165
NFT*Information content	-0.078	0.215	-0.12	-0.364	0.717
Information format	0.128	0.487	0.066	0.262	0.794
NFT * Information format	-0.042	0.218	-0.064	-0.191	0.849
NFT * Information content * Information format	-0.115	0.16	-0.152	-0.719	0.474

Additional regression analysis testing moderating effects of information content and information format on the perceived softness of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.178	10	0.918	0.944	0.497
Residual	91.355	94	0.972		
Total	100.533	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.302	0.091	-0.005	0.986

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.82	1.068		3.577	0.001
NFT	0.211	0.193	0.235	1.091	0.278
Information content	0.998	0.478	0.51	2.087	0.04
Age	-0.022	0.053	-0.05	-0.42	0.676
Gender	0.087	0.209	0.044	0.418	0.677
Education	-0.005	0.128	-0.004	-0.036	0.971
Nationality	-0.148	0.111	-0.151	-1.338	0.184
NFT*Information content	-0.328	0.216	-0.498	-1.519	0.132
Information format	0.281	0.49	0.143	0.573	0.568
NFT * Information format	0.008	0.22	0.012	0.035	0.972
NFT * Information content * Information format	-0.046	0.161	-0.06	-0.287	0.774

Additional regression analysis testing moderating effects of information content and information format on the perceived weight of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.012	10	0.701	1.065	0.397
Residual	61.902	94	0.659		
Total	68.914	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.319	0.102	0.006	0.811

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.158	0.879		3.593	0.001
NFT	0.279	0.159	0.375	1.751	0.083
Information content	0.964	0.394	0.595	2.449	0.016
Age	0.04	0.044	0.107	0.907	0.367
Gender	-0.12	0.172	-0.074	-0.701	0.485
Education	-0.121	0.105	-0.133	-1.147	0.254
Nationality	0.042	0.091	0.051	0.459	0.647
NFT*Information content	-0.285	0.178	-0.522	-1.6	0.113
Information format	0.499	0.404	0.307	1.235	0.22
NFT * Information format	-0.232	0.181	-0.428	-1.282	0.203
NFT * Information content * Information format	0.032	0.133	0.051	0.242	0.809

Hypothesis 3

Additional regression analysis testing moderating effects of information content and information format on the frustration during evaluation of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	36.884	10	3.688	1.28	.253f
Residual	270.83	94	2.881		
Total	307.714	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.346	0.12	0.026	1.697

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	5.989	1.839		3.258	0.002
NFT	0.28	0.333	0.178	0.84	0.403
Information content	0.082	0.824	0.024	0.1	0.921
Age	-0.229	0.092	-0.291	-2.487	0.015
Gender	-0.103	0.359	-0.03	-0.288	0.774
Education	0.363	0.22	0.189	1.651	0.102
Nationality	0.163	0.191	0.095	0.855	0.395
NFT*Information content	-0.336	0.372	-0.292	-0.904	0.368
Information format	-0.208	0.845	-0.061	-0.246	0.806
NFT * Information format	-0.299	0.378	-0.261	-0.79	0.431
NFT * Information content * Information format	0.211	0.277	0.158	0.763	0.448

Additional regression analysis testing moderating effects of information content and information format on the frustration during evaluation of the action camera

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.041	10	1.004	0.284	0.983
Residual	331.806	94	3.53		
Total	341.848	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.171	0.029	-0.074	1.879

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.35	2.035		1.646	0.103
NFT	-0.151	0.369	-0.091	-0.41	0.683
Information content	-0.813	0.912	-0.225	-0.892	0.375
Age	-0.048	0.102	-0.058	-0.47	0.639
Gender	0.19	0.397	0.052	0.478	0.634
Education	0.154	0.243	0.076	0.633	0.528
Nationality	0.044	0.211	0.024	0.209	0.835
NFT*Information content	0.174	0.412	0.144	0.424	0.673
Information format	-0.779	0.935	-0.215	-0.833	0.407
NFT * Information format	0.163	0.419	0.135	0.388	0.699
NFT * Information content * Information format	0.014	0.307	0.01	0.047	0.963

Hypothesis 4

Additional regression analysis testing moderating effects of information content and information format on the confidence in judgement of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	13.091	10	1.309	0.764	0.663
Residual	161.038	94	1.713		
Total	174.129	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.274	0.075	-0.023	1.30888

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	4.348	1.418		3.067	0.003
NFT	0.283	0.257	0.24	1.101	0.274
Information content	1.179	0.635	0.458	1.856	0.067
Age	0.025	0.071	0.042	0.352	0.725
Gender	-0.155	0.277	-0.059	-0.559	0.577
Education	-0.18	0.17	-0.124	-1.06	0.292
Nationality	-0.053	0.147	-0.041	-0.361	0.719
NFT*Information content	-0.313	0.287	-0.361	-1.092	0.278
Information format	0.627	0.651	0.243	0.963	0.338
NFT * Information format	-0.121	0.292	-0.14	-0.415	0.679
NFT * Information content * Information format	-6.18E-05	0.214	0	0	1

Additional regression analysis testing moderating effects of information content and information format on the confidence in judgement of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	19.927	10	1.993	1.204	0.299
Residual	155.587	94	1.655		
Total	175.514	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.337	0.114	0.019	1.28654

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	6.641	1.394		4.766	0
NFT	0.186	0.252	0.157	0.735	0.464
Information content	0.296	0.624	0.115	0.474	0.636
Age	-0.005	0.07	-0.009	-0.077	0.939
Gender	-0.502	0.272	-0.192	-1.846	0.068
Education	-0.251	0.167	-0.173	-1.506	0.135
Nationality	-0.055	0.145	-0.043	-0.382	0.703
NFT*Information content	-0.16	0.282	-0.184	-0.567	0.572
Information format	-0.171	0.64	-0.066	-0.267	0.79
NFT * Information format	-0.214	0.287	-0.247	-0.744	0.459
NFT * Information content * Information format	0.236	0.21	0.234	1.124	0.264

Appendix N5. Relationship between risk attitude and NFT

Multinomial ordered logistic regression testing the relationship between the objective measure of risk attitude and the categorical variable for instrumental NFT

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	283.818			
Final	270.812	13.006	10	0.223

Pseudo R-Square	
Cox and Snell	0.117
Nagelkerke	0.125
McFadden	0.045

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	270.812			
General	244.168	26.644	20	0.146

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	310.037	278	0.09
Deviance	266.653	278	0.677

	B	Std. Error	Wald	df	Sig.	Exp(B)
[CAT_INSTR_NFT = 1.00]	2.953	2.867	1.061	1	0.303	19.166
[CAT_INSTR_NFT = 2.00]	4.017	2.878	1.948	1	0.163	55.519
[CAT_INSTR_NFT = 3.00]	5.55	2.901	3.66	1	0.056	257.237
ObjectiveRiskClassification	0.033	0.088	0.144	1	0.704	1.034
Age	0.188	0.115	2.692	1	0.101	1.207
[Gender=1]	-0.878	0.389	5.105	1	0.024	0.415
[Gender=2]	0			0		1
[Education=1]	0.083	1.571	0.003	1	0.958	1.086
[Education=2]	1.028	1.906	0.291	1	0.59	2.795
[Education=3]	-0.075	0.522	0.021	1	0.886	0.928
[Education=4]	0.395	0.522	0.572	1	0.45	1.484
[Education=5]	0			0		1
[Nationality=1]	0.045	0.674	0.004	1	0.947	1.046
[Nationality=2]	1.337	0.997	1.798	1	0.18	3.809
[Nationality=3]	0.274	0.848	0.105	1	0.746	1.315
[Nationality=4]	0			0		1

Multinomial ordered logistic regression testing the relationship between the subjective measure of general risk attitude and the categorical variable for instrumental NFT

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	281.621			
Final	268.445	13.176	10	0.214

Pseudo R-Square	
Cox and Snell	0.118
Nagelkerke	0.126
McFadden	0.046

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	268.445			
General	231.011	37.434	20	0.01

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	306.377	269	0.058
Deviance	262.664	269	0.597

	B	Std. Error	Wald	df	Sig.	Exp(B)
[CAT_INSTR_NFT = 1.00]	2.803	2.848	0.969	1	0.325	16.495
[CAT_INSTR_NFT = 2.00]	3.866	2.858	1.83	1	0.176	47.767
[CAT_INSTR_NFT = 3.00]	5.41	2.881	3.526	1	0.06	223.666
Subjective general risk measure	-0.041	0.075	0.294	1	0.587	0.96
Age	0.198	0.116	2.902	1	0.088	1.219
[Gender=1]	-0.858	0.395	4.73	1	0.03	0.424
[Gender=2]	0			0		1
[Education=1]	0.164	1.572	0.011	1	0.917	1.179
[Education=2]	1.185	1.938	0.374	1	0.541	3.27
[Education=3]	-0.065	0.523	0.015	1	0.902	0.937
[Education=4]	0.434	0.531	0.67	1	0.413	1.544
[Education=5]	0			0		1
[Nationality=1]	0.059	0.672	0.008	1	0.93	1.061
[Nationality=2]	1.324	0.998	1.759	1	0.185	3.757
[Nationality=3]	0.337	0.846	0.159	1	0.69	1.401
[Nationality=4]	0			0		1

Multinomial ordered logistic regression testing the relationship between the subjective measure of financial risk attitude and the categorical variable for instrumental NFT

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	279.659			
Final	263.58	16.079	10	0.097

Pseudo R-Square	
Cox and Snell	0.142
Nagelkerke	0.152
McFadden	0.056

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	263.58			
General	230.995	32.585	20	0.037

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	288.124	275	0.281
Deviance	255.262	275	0.798

	B	Std. Error	Wald	df	Sig.	Exp(B)
[CAT_INSTR_NFT = 1.00]	1.957	2.864	0.467	1	0.494	7.076
[CAT_INSTR_NFT = 2.00]	3.043	2.871	1.123	1	0.289	20.967
[CAT_INSTR_NFT = 3.00]	4.621	2.893	2.551	1	0.11	101.584
Subjective financial risk measure	-0.128	0.073	3.105	1	0.078	0.88
Age	0.177	0.115	2.387	1	0.122	1.194
[Gender=1]	-0.798	0.392	4.134	1	0.042	0.45
[Gender=2]	0			0		1
[Education=1]	0.263	1.572	0.028	1	0.867	1.301
[Education=2]	1.047	1.909	0.301	1	0.583	2.849
[Education=3]	-0.172	0.526	0.107	1	0.743	0.842
[Education=4]	0.395	0.525	0.567	1	0.452	1.485
[Education=5]	0			0		1
[Nationality=1]	0.06	0.672	0.008	1	0.928	1.062
[Nationality=2]	1.395	1	1.947	1	0.163	4.036
[Nationality=3]	0.386	0.846	0.208	1	0.648	1.472
[Nationality=4]	0			0		1

Multinomial ordered logistic regression testing the relationship between the objective measure of risk attitude and the categorical variable for autotelic NFT

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	282.317			
Final	265.175	17.142	10	0.071

Pseudo R-Square	
Cox and Snell	0.151
Nagelkerke	0.161
McFadden	0.059

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	265.175			
General	232.69	32.485	20	0.038

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	291.661	278	0.275
Deviance	256.857	278	0.814

	B	Std. Error	Wald	df	Sig.	Exp(B)
[CAT_AUT_NFT = 1.00]	-3.097	2.865	1.169	1	0.28	0.045
[CAT_AUT_NFT = 2.00]	-1.783	2.857	0.39	1	0.532	0.168
[CAT_AUT_NFT = 3.00]	-0.632	2.851	0.049	1	0.825	0.532
Objective risk measure	-0.041	0.088	0.212	1	0.645	0.96
Age	-0.019	0.113	0.028	1	0.868	0.981
[Gender=1]	-1.373	0.399	11.82	1	0.001	0.253
[Gender=2]	0			0		1
[Education=1]	-0.603	1.492	0.163	1	0.686	0.547
[Education=2]	-0.487	1.9	0.066	1	0.798	0.614
[Education=3]	-0.55	0.524	1.098	1	0.295	0.577
[Education=4]	-0.746	0.527	2.002	1	0.157	0.474
[Education=5]	0			0		1
[Nationality=1]	-0.201	0.685	0.086	1	0.769	0.818
[Nationality=2]	-0.368	0.997	0.137	1	0.712	0.692
[Nationality=3]	-0.196	0.859	0.052	1	0.819	0.822
[Nationality=4]	0			0		1

Multinomial ordered logistic regression testing the relationship between the subjective measure of general risk attitude and the categorical variable for autotelic NFT

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	277.922			
Final	260.965	16.957	10	0.075

Pseudo R-Square	
Cox and Snell	0.149
Nagelkerke	0.159
McFadden	0.058

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	260.965			
General	239.085b	21.880c	20	0.347

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	279.94	269	0.311
Deviance	249.404	269	0.799

	B	Std. Error	Wald	df	Sig.	Exp(B)
[CAT_AUT_NFT = 1.00]	-2.972	2.847	1.09	1	0.296	0.051
[CAT_AUT_NFT = 2.00]	-1.656	2.839	0.34	1	0.56	0.191
[CAT_AUT_NFT = 3.00]	-0.507	2.833	0.032	1	0.858	0.602
Subjective general risk measure	0.014	0.075	0.035	1	0.851	1.014
Age	-0.024	0.114	0.042	1	0.837	0.977
[Gender=1]	-1.372	0.405	11.463	1	0.001	0.254
[Gender=2]	0			0		1
[Education=1]	-0.664	1.493	0.198	1	0.657	0.515
[Education=2]	-0.535	1.93	0.077	1	0.781	0.585
[Education=3]	-0.57	0.526	1.177	1	0.278	0.565
[Education=4]	-0.759	0.534	2.017	1	0.156	0.468
[Education=5]	0			0		1
[Nationality=1]	-0.225	0.684	0.109	1	0.742	0.798
[Nationality=2]	-0.379	0.996	0.145	1	0.703	0.684
[Nationality=3]	-0.249	0.856	0.085	1	0.771	0.78
[Nationality=4]	0			0		1

Multinomial ordered logistic regression testing the relationship between the subjective measure of financial risk attitude and the categorical variable for autotelic NFT

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	282.317			
Final	263.724	18.593	10	0.046

Pseudo R-Square	
Cox and Snell	0.162
Nagelkerke	0.173
McFadden	0.064

Test of Parallel Lines				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	263.724			
General	245.516	18.208	20	0.574

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	292.337	275	0.226
Deviance	255.406	275	0.796

	B	Std. Error	Wald	df	Sig.	Exp(B)
[CAT_AUT_NFT = 1.00]	-2.279	2.872	0.63	1	0.427	0.102
[CAT_AUT_NFT = 2.00]	-0.945	2.868	0.109	1	0.742	0.389
[CAT_AUT_NFT = 3.00]	0.214	2.863	0.006	1	0.94	1.239
Subjective financial risk measure	0.091	0.072	1.579	1	0.209	1.095
Age	-0.006	0.114	0.003	1	0.958	0.994
[Gender=1]	-1.475	0.408	13.097	1	0	0.229
[Gender=2]	0			0		1
[Education=1]	-0.715	1.495	0.228	1	0.633	0.489
[Education=2]	-0.488	1.901	0.066	1	0.797	0.614
[Education=3]	-0.479	0.525	0.83	1	0.362	0.62
[Education=4]	-0.745	0.529	1.984	1	0.159	0.475
[Education=5]	0			0		1
[Nationality=1]	-0.217	0.686	0.1	1	0.752	0.805
[Nationality=2]	-0.402	0.994	0.164	1	0.686	0.669
[Nationality=3]	-0.24	0.858	0.078	1	0.78	0.787
[Nationality=4]	0			0		1

Appendix O. Results when coding NFT as a continuous variable.

Appendix O1. Hypothesis 1

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the purchase intentions of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	22.452	10	2.245	1.321	0.231
Residual	159.732	94	1.699		
Total	182.184	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.351	0.123	0.03	1.30356

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	0.739	1.369		0.54	0.591
Instrumental NFT (continuous)	-0.037	0.037	-0.181	-1	0.32
Age	0.136	0.071	0.226	1.927	0.057
Gender	0.308	0.28	0.116	1.099	0.275
Education	-0.265	0.171	-0.179	-1.555	0.123
Nationality	0.175	0.143	0.132	1.217	0.226
Information content	0.37	0.284	0.14	1.303	0.196
NFT * Information content	0.058	0.058	0.198	0.992	0.324
Information format	-0.255	0.289	-0.097	-0.884	0.379
NFT * Information format	0.045	0.059	0.154	0.763	0.448
NFT * Information format * Information content	-0.076	0.08	-0.203	-0.942	0.348

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the purchase intentions of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.229	10	1.123	0.698	0.724
Residual	151.325	94	1.61		
Total	162.554	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.263	0.069	-0.03	1.2688

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.389	1.332		2.544	0.013
Instrumental NFT (continuous)	-0.018	0.036	-0.096	-0.514	0.608
Age	0.071	0.069	0.125	1.039	0.301
Gender	-0.003	0.273	-0.001	-0.01	0.992
Education	-0.136	0.166	-0.097	-0.818	0.416
Nationality	-0.052	0.14	-0.042	-0.372	0.711
Information content	-0.355	0.276	-0.142	-1.283	0.203
NFT * Information content	0.084	0.057	0.306	1.493	0.139
Information format	-0.051	0.281	-0.021	-0.183	0.856
NFT * Information format	0.034	0.057	0.124	0.596	0.552
NFT * Information format * Information content	-0.106	0.078	-0.301	-1.359	0.177

Appendix O2. Hypothesis 2

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the perceived quality of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.884	10	0.988	1.52	.144g
Residual	61.107	94	0.65		
Total	70.99	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.373	0.139	0.048	0.806

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	1.938	0.847		2.289	0.024
Instrumental NFT (continuous)	0.019	0.023	0.152	0.847	0.399
Age	0.072	0.044	0.19	1.637	0.105
Gender	0.034	0.173	0.02	0.195	0.846
Education	0.051	0.105	0.056	0.487	0.628
Nationality	-0.117	0.089	-0.142	-1.319	0.19
Information content	0.404	0.176	0.245	2.299	0.024
NFT * Information content	-0.023	0.036	-0.129	-0.653	0.515
Information format	-0.151	0.179	-0.092	-0.845	0.401
NFT * Information format	0.024	0.036	0.134	0.668	0.506
NFT * Information format * Information content	-0.005	0.05	-0.02	-0.094	0.925

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the perceived quality of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.989	10	0.799	0.828	0.602
Residual	90.64	94	0.964		
Total	98.629	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.285	0.081	-0.017	0.982

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	4.336	1.031		4.206	0
Instrumental NFT (continuous)	0.035	0.028	0.233	1.259	0.211
Age	-0.028	0.053	-0.063	-0.524	0.601
Gender	-0.254	0.211	-0.129	-1.2	0.233
Education	0.141	0.128	0.129	1.095	0.276
Nationality	-0.172	0.108	-0.177	-1.596	0.114
Information content	0.043	0.214	0.022	0.202	0.84
NFT * Information content	-0.018	0.044	-0.083	-0.407	0.685
Information format	-0.1	0.218	-0.052	-0.46	0.647
NFT * Information format	-0.009	0.044	-0.044	-0.214	0.831
NFT * Information format * Information content	-0.003	0.061	-0.012	-0.055	0.956

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the perceived softness of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.078	10	0.908	0.933	0.507
Residual	91.456	94	0.973		
Total	100.533	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.300	0.09	-0.006	0.986

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	4.403	1.036		4.251	0
Instrumental NFT (continuous)	0.023	0.028	0.152	0.825	0.412
Age	-0.029	0.053	-0.064	-0.539	0.591
Gender	0.049	0.212	0.025	0.229	0.819
Education	0.014	0.129	0.013	0.109	0.914
Nationality	-0.162	0.109	-0.165	-1.491	0.139
Information content	0.288	0.215	0.147	1.342	0.183
NFT * Information content	-0.044	0.044	-0.203	-0.998	0.321
Information format	0.145	0.219	0.074	0.665	0.508
NFT * Information format	0.038	0.044	0.175	0.848	0.399
NFT * Information format * Information content	-0.011	0.061	-0.039	-0.176	0.86

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the perceived weight of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.958	10	0.596	0.89	0.546
Residual	62.957	94	0.67		
Total	68.914	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.294	0.086	-0.011	0.818

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.626	0.859		4.22	0
Instrumental NFT (continuous)	0	0.023	0.001	0.004	0.996
Age	0.034	0.044	0.092	0.772	0.442
Gender	-0.056	0.176	-0.034	-0.317	0.752
Education	-0.102	0.107	-0.112	-0.955	0.342
Nationality	0.054	0.09	0.067	0.604	0.548
Information content	0.468	0.178	0.289	2.626	0.01
NFT * Information content	-0.016	0.036	-0.088	-0.434	0.665
Information format	0.006	0.181	0.004	0.035	0.972
NFT * Information format	0.025	0.037	0.139	0.674	0.502
NFT * Information format * Information content	-0.043	0.05	-0.186	-0.848	0.399

Appendix O3. Hypothesis 3

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the frustration during evaluation of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.321	10	4.532	1.624	0.112
Residual	262.393	94	2.791		
Total	307.714	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.384	0.147	0.057	1.671

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	6.611	1.754		3.769	0
Instrumental NFT (continuous)	0.079	0.047	0.298	1.675	0.097
Age	-0.216	0.091	-0.275	-2.387	0.019
Gender	-0.24	0.359	-0.069	-0.667	0.506
Education	0.33	0.219	0.172	1.508	0.135
Nationality	0.163	0.184	0.095	0.885	0.378
Information content	-0.522	0.364	-0.152	-1.433	0.155
NFT * Information content	-0.108	0.074	-0.284	-1.445	0.152
Information format	-0.594	0.37	-0.173	-1.604	0.112
NFT * Information format	-0.137	0.075	-0.363	-1.82	0.072
NFT * Information format * Information content	0.18	0.103	0.371	1.749	0.084

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the frustration during evaluation of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.635	10	1.263	0.361	0.96
Residual	329.213	94	3.502		
Total	341.848	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.192	0.037	-0.065	1.871

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	3.209	1.965		1.633	0.106
Instrumental NFT (continuous)	0.006	0.053	0.022	0.116	0.908
Age	-0.051	0.101	-0.061	-0.499	0.619
Gender	0.12	0.403	0.033	0.297	0.767
Education	0.161	0.245	0.08	0.659	0.511
Nationality	0.032	0.206	0.018	0.157	0.875
Information content	-0.497	0.408	-0.138	-1.218	0.226
NFT * Information content	0.003	0.083	0.008	0.04	0.968
Information format	-0.473	0.415	-0.131	-1.141	0.257
NFT * Information format	-0.005	0.084	-0.012	-0.054	0.957
NFT * Information format * Information content	0.058	0.115	0.114	0.506	0.614

Appendix O4. Hypothesis 4

Linear regression analysis to test the relationship between instrumental NFT, information content and information format on the confidence in judgement of the sweater

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.249	10	1.225	0.711	0.712
Residual	161.88	94	1.722		
Total	174.129	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.265	0.07	-0.029	1.312

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	4.934	1.378		3.581	0.001
Instrumental NFT (continuous)	0.034	0.037	0.17	0.914	0.363
Age	0.026	0.071	0.044	0.365	0.716
Gender	-0.169	0.282	-0.065	-0.6	0.55
Education	-0.182	0.172	-0.126	-1.063	0.291
Nationality	-0.055	0.144	-0.043	-0.384	0.702
Information content	0.548	0.286	0.213	1.918	0.058
NFT * Information content	-0.042	0.058	-0.149	-0.726	0.47
Information format	0.357	0.291	0.138	1.229	0.222
NFT * Information format	-0.006	0.059	-0.021	-0.099	0.921
NFT * Information format * Information content	-0.005	0.081	-0.013	-0.059	0.953

Regression analysis to test the relationship between instrumental NFT, information content and information format on the confidence in judgement of the action camera

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.045	10	2.004	1.212	0.294
Residual	155.469	94	1.654		
Total	175.514	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.338	0.114	0.02	1.286

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	6.941	1.35		5.14	0
Instrumental NFT (continuous)	0.035	0.036	0.175	0.966	0.336
Age	-0.003	0.07	-0.006	-0.047	0.962
Gender	-0.539	0.277	-0.206	-1.947	0.054
Education	-0.262	0.168	-0.181	-1.558	0.123
Nationality	-0.03	0.142	-0.023	-0.21	0.834
Information content	0.225	0.28	0.087	0.804	0.423
NFT * Information content	-0.056	0.057	-0.194	-0.971	0.334
Information format	-0.41	0.285	-0.158	-1.44	0.153
NFT * Information format	-0.044	0.058	-0.154	-0.758	0.45
NFT * Information format * Information content	0.084	0.079	0.228	1.054	0.294

Appendix O5. Hypothesis 5

Hypothesis 5A

Linear regression testing the relationship between the objective measure of risk attitude and the continuous variable for instrumental NFT

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	388.333	5	77.667	1.902	0.101
Residual	4041.629	99	40.825		
Total	4429.962	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.296	0.088	0.042	6.389

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	-10.315	6.661		-1.548	0.125
Objective risk measure	0.013	0.305	0.004	0.042	0.966
Age	0.351	0.34	0.118	1.033	0.304
Gender	3.066	1.305	0.234	2.349	0.021
Education	-0.041	0.811	-0.006	-0.051	0.96
Nationality	0.482	0.684	0.074	0.705	0.483

Linear regression testing the relationship between the subjective measure of general risk attitude and the continuous variable for instrumental NFT

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	399.242	5	79.848	1.961	0.091
Residual	4030.72	99	40.714		
Total	4429.962	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.300	0.09	0.044	6.381

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	-9.533	6.72		-1.419	0.159
Subjective general risk measure	-0.133	0.256	-0.051	-0.519	0.605
Age	0.369	0.341	0.124	1.083	0.281
Gender	2.958	1.314	0.225	2.251	0.027
Education	-0.079	0.813	-0.011	-0.098	0.922
Nationality	0.496	0.684	0.076	0.725	0.47

Linear regression testing the relationship between the subjective measure of financial risk attitude and the continuous variable for instrumental NFT

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	493.66	5	98.732	2.483	0.037
Residual	3936.302	99	39.761		
Total	4429.962	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.334	0.111	0.067	6.306

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	-6.789	6.834		-0.993	0.323
Subjective financial risk measure	-0.398	0.244	-0.158	-1.628	0.107
Age	0.294	0.337	0.099	0.874	0.385
Gender	2.678	1.303	0.204	2.055	0.043
Education	0.008	0.801	0.001	0.01	0.992
Nationality	0.527	0.676	0.081	0.779	0.438

Hypothesis 5B

Linear regression testing the relationship between the objective measure of risk attitude and the continuous variable for autotelic NFT

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	805.619	5	161.124	3.027	0.014
Residual	5269.371	99	53.226		
Total	6074.99	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.364	0.133	0.089	7.29561

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	-16.84	7.606		-2.214	0.029
Objective risk measure	-0.18	0.348	-0.049	-0.517	0.606
Age	0.333	0.388	0.096	0.859	0.392
Gender	5.007	1.49	0.326	3.36	0.001
Education	0.801	0.926	0.094	0.865	0.389
Nationality	-0.24	0.782	-0.031	-0.307	0.759

Linear regression testing the relationship between the subjective measure of general risk attitude and the continuous variable for autotelic NFT

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	795.244	5	159.049	2.982	0.015
Residual	5279.746	99	53.331		
Total	6074.99	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.362	0.131	0.087	7.30279

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	-17.899	7.692		-2.327	0.022
Subjective general risk measure	0.079	0.293	0.026	0.269	0.788
Age	0.318	0.39	0.091	0.815	0.417
Gender	4.994	1.504	0.325	3.32	0.001
Education	0.839	0.93	0.098	0.902	0.369
Nationality	-0.241	0.783	-0.032	-0.308	0.759

Linear logistic regression testing the relationship between the subjective measure of financial risk attitude and the continuous variable for autotelic NFT

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	930.119	5	186.024	3.58	0.005
Residual	5144.871	99	51.968		
Total	6074.99	104			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.391	0.153	0.11	7.20891

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients B	t-statistic	p-value
(Constant)	-21.455	7.814		-2.746	0.007
Subjective financial risk measure	0.457	0.28	0.154	1.634	0.105
Age	0.394	0.385	0.113	1.023	0.309
Gender	5.378	1.49	0.35	3.609	0
Education	0.759	0.916	0.089	0.829	0.409
Nationality	-0.284	0.773	-0.037	-0.368	0.714

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