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Examining the Influence of Scarcity and Popularity Cues on Sneaker Purchase Behaviour in the Netherlands: Self vs. Other Consumption Targets

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Executive Summary

This study investigates the effects of scarcity and popularity cues on consumers' purchase intentions for different consumption targets in the Netherlands, particularly in the context of sneakers. It focused on the mediators perceived product uniqueness, perceived consumption risk, and perceived value, as well as the moderator's personal need for uniqueness and self-other overlap.

It builds further on similar research by Wu and Lee, 2016 by first addressing a literature gap by focusing on a high-involvement product category in the fashion industry (sneakers). Secondly, by researching in a culturally different, non-American context (the Netherlands). Thirdly, it incorporates the personal need for uniqueness as a moderating variable, accounting for individual differences in the need for uniqueness instead of assuming a homogenous need for uniqueness. These contributions are valuable for academics and researchers in marketing, psychology, and consumer behaviour.

How do scarcity (limited edition) and popularity (bestseller) cues influence the purchase intentions of consumers in the Netherlands differently when purchasing sneakers for oneself versus as a gift for others?

I will also answer the following empirical sub-questions:

1. Does perceived product uniqueness and perceived product value mediate the effect of scarcity cues on purchase intention for self-purchases?
2. Does perceived consumption risk and perceived product value mediate the effect of popularity cues on purchase intention?
3. Does the personal need for uniqueness moderate the effect of scarcity cues (vs. popularity cues) on purchase intention for self-purchases?
4. Does the degree of self-other overlap moderate the effect of cue type on purchase intention for other-purchases?

To answer the questions mentioned above adequately with my research, I will first collect answers to the following theoretical sub-questions:

1. How does purchase intention serve as a measure of consumers' likelihood to buy a product?
2. What are scarcity-based promotions (limited edition), and how are they used in marketing strategies to influence purchase intention?
3. What are popularity-based promotions (bestsellers), and how are they used in marketing strategies to influence purchase intention?
4. How would the consumption target influence the effect of scarcity and popularity cues on purchase intention differently, and what is the role of perceived product uniqueness and consumption risk in this?
5. What does the "Limited Edition for Me and Bestseller for You effect" of Wu et al. (2016) entail?

6. How would personal need for uniqueness influence the effect of scarcity and popularity cues on purchase intention?
7. How would the degree of self-other overlap influence the effect of scarcity and popularity cues on purchase intention?

The literature review describes that purchase intention serves as an effective measure of consumers' likelihood to buy a product. Scarcity-based promotions are marketing strategies that emphasise a product's limited availability to create a sense of urgency and exclusivity. Popularity-based promotions are marketing strategies that show the popularity of a particular product in terms of the number of times it has been purchased. The literature review then describes how the consumption target can influence the effect of scarcity and popularity cues on purchase intentions and explains in which way perceived product uniqueness and consumption risk are essential mediators to that effect. Scarcity cues, which are found to enhance perceived product uniqueness, are more effective in increasing purchase intentions for self-purchases. Popularity cues reduce consumption risk for the buyer through social validation, thus increasing purchase intentions for other-purchases. The literature review further finds that consumers with a high need for uniqueness respond more to scarcity cues, increasing their purchase intentions for limited edition products for self-purchases. Finally, it is found that low self-other overlap decreases the effectiveness of popularity cues for other-purchases.

To answer the research questions, an online survey was conducted with a sample of 162 sneaker consumers in the Netherlands. The survey used a 2 × 2 between-subjects experimental design, assigning participants to one of four conditions: limited edition for self-purchase, limited edition for other-purchase, bestseller for self-purchase, and bestseller for other-purchase. Various statistical analyses, including independent t-tests, mediation, and moderation analyses, were performed using Stata and SPSS software.

The main research question is answered as follows: Depending on the consumption target, namely, if a consumer is purchasing sneakers for oneself or purchasing sneakers as a gift for a friend, the effect of scarcity (limited edition) and popularity (bestseller) cues on purchase intention has a different relative performance. For self-purchases, scarcity (limited edition) cues increase purchase intentions more than popularity (bestseller) cues. Opposite to this result, for other-purchases, popularity (bestseller) cues increase purchase intentions more than scarcity (limited edition) cues.

Based on the results of this study, the following hypotheses are accepted/rejected:

Hypothesis	**Result**
H1. For self-purchases, scarcity (vs. popularity) cues lead to increased purchase intentions.	Accepted
H2. For self-purchases, the serial mediation effect of perceived product uniqueness and perceived product value explains the positive impact of scarcity (vs. popularity) cues on purchase intentions.	Rejected

H3. For other-purchases, popularity (vs. scarcity) cues lead to increased purchase intentions.	Accepted (10% significance)
H4. For other-purchases, the serial mediation effect of perceived consumption risk and perceived product value explains the positive impact of popularity (vs. scarcity) cues on purchase intentions.	Accepted (10% significance)
H5. For self-purchases, personal need for uniqueness moderates the effect of cue type on purchase intention such that scarcity cues (vs popularity cues) increase purchase intention only when need for uniqueness is high.	Accepted
H6. For other-purchases, the degree of self-other overlap moderates the effect of cue type on purchase intentions, such that popularity cues (vs. scarcity cues) lead to increased purchase intentions only when self-other overlap is low.	Accepted

Based on the findings, the key managerial recommendations are:

- For self-purchases, scarcity cues should be used in the marketing strategy.
- For other-purchases, popularity cues should be used in the marketing strategy.
- Use personalised advertisement based on the consumption target and personal need for uniqueness of online customers if consumer data is available.

Future research recommendations are focused on enhancing the generalisability of the results, most importantly, by conducting field research, analyzing other markets, and controlling for price levels.

Keywords: Scarcity, Popularity, Cues, Self-purchase versus other purchase, Product uniqueness, Consumption risk, Personal need for uniqueness, and E-commerce.

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Abstract

This study investigates the effects of scarcity and popularity cues on consumers' purchase intentions for different consumption targets in the Netherlands, specifically for sneakers. It also incorporates the mediators perceived product uniqueness, perceived consumption risk, and perceived value, as well as the moderators personal need for uniqueness and self-other overlap. The main research question is whether scarcity (limited edition) and popularity (bestseller) cues influence the purchase intentions of consumers in the Netherlands differently when purchasing sneakers for oneself versus as a gift for others.

An online survey with a sample of 162 sneaker consumers utilised a 2 × 2 between-subjects experimental design. It assessed purchase intentions under four conditions: limited edition for self-purchase, limited edition for other-purchase, bestseller for self-purchase, and bestseller for other-purchase. Statistical analyses, including t-tests, mediation, and moderation analyses, were conducted using Stata and SPSS.

The results indicate that scarcity cues enhance purchase intentions more for self-purchases, while popularity cues are more effective for other-purchases. For self-purchases, these effects are mediated by perceived product uniqueness but not by perceived product value. For other-purchases, these effects are serially mediated by perceived consumption risk and perceived product value. Additionally, it is found that personal need for uniqueness and self-other overlap significantly moderate the effects of scarcity and popularity cues depending on the consumption target on purchase intentions. The study finally provides managerial recommendations for targeted marketing strategies and suggests directions for future research to enhance the generalizability and applicability of these findings.

1 Introduction

1.1 Background

Imagine browsing the web for sneakers and coming across an advertisement for sneakers. One of the ads shows, “These sneakers are a limited edition.” The other ad says, “These sneakers are a bestseller among consumers.” How would you react to these promotions? Does the purpose of your purchase (e.g., buying for yourself versus as a gift for someone else) affect your response and choice? Would you display a more (or less) favourable reaction toward the sneakers promoted by a scarcity cue (limited edition) or a popularity cue (bestseller)? These questions are relevant for marketers to create effective promotional campaigns tailored to the preferences of various consumer groups in the Netherlands.

Sneaker marketing has become a popular niche, prominently featured on billboards, magazines, TV, and social media. Originally designed to enhance athletic performance, sneakers are now an essential part of daily life and a fashion staple. They are a globally consumed commodity with significant value for consumers, offering a sense of belonging and identity. (Choi, 2017). Last month, Adidas expected to generate an operating profit of around €700 million, a substantial increase from the previous target of €500 million. (Bloomberg, 2024) A prominent role in this increase is played by Adidas Samba’s rise in popularity, mainly driven by young people on social media who desire to fit in the trend of these popular shoes but at the same time want to stand out with Adidas’ unique limited-edition offerings in many colours. In this thesis, the relationship between scarcity and popularity cues on purchase intentions for sneakers of consumers in the Netherlands will be researched. Specifically, the difference between purchases for oneself or someone else, called the consumption target.

In retail, scarcity and popularity cues are common tactics to influence customers. Scarcity cues focus on limited availability, like using the term "limited edition" to increase attractiveness for a consumer. In contrast, popularity cues highlight how well-liked a product is, for instance, by calling it a "bestseller", also to make it attractive to the consumer. However, these strategies are incompatible because they are based on conflicting theories of providing uniqueness or the opposite, namely generality. (Deval et al. 2013; Steinhart et al. 2014) This is why they are rarely used together (Gierl, Plantsch, & Schweidler, 2008). Psychological research shows that specific purchasing goals, such as self-expression and individuation, are more relevant to decision-making regarding oneself. (Abele & Wojciszke, 2007) It is interesting to assess how the consumption target influences the effect of scarcity and popularity cues on purchase intentions. The sneaker market, valued at over $80.19 billion and projected to grow to $98.14 billion by 2028 (Statista, n.d.), provides an ideal context for this study due to its active use of limited edition and best-seller marketing strategies. By examining how these cues impact purchase intentions, this research aims to provide insights for marketers to tailor their strategy effectively for consumers in the Netherlands.

The study by Wu and Lee (2016) examined the impact of scarcity and popularity cues on consumer behaviour in online retailing, depending on whether the product is purchased for oneself or as a gift for someone else. They discovered that the scarcity cue "Limited Edition" increases purchase intention more than the popularity cue “bestseller” when consumers buy for themselves. The study also shows that this effect is serially mediated by perceived product uniqueness, which increases the product's perceived value and subsequently increases purchase intention. On the contrary, the popularity cue "Best Seller" increases purchase intention more than “Limited Edition” when consumers buy a gift for others. The study shows that this effect is also mediated by perceived consumption risk, which influences the product's perceived value and thus decreases purchase intentions.

Furthermore, the degree of self-other overlap is found to moderate the effect of cue type on purchase intention. Self-other overlap is the closeness of the personal relationship. It moderates so that when the self-other overlap is low, popularity cues lead to an increased purchase intention compared to scarcity cues. These findings are based on the results of several survey-based experimental analyses.

1.2 Problem Statement: Central Research Question and Sub-Questions

While Wu and Lee (2016) provide results on the effect of scarcity and popularity cues on purchase intentions, depending on the consumption target, their study leaves room for further research. Firstly, their study was conducted on adults in the United States almost a decade ago. A lot has changed since then, for example, the influence of the younger Generation Z (Gen-Z), who were not yet adults in 2016. According to Vogue Business, Gen-Z broke the marketing funnel, referring to a very different path to purchase than millennials (Maguire, 2024), and their shopping patterns are different from the generations that came before them. (Noenickx, 2023) The rise of Gen-Z and changed consumer behaviour over time can impact the studied relationships.

Additionally, Wu and Lee (2016) examined relatively low-involvement products that form a low risk for the buyer, namely mugs, bobbleheads, and wine. In contrast, the sneaker market is a different landscape, characterised by its booming growth and higher consumer involvement. Sneakers have become culturally significant as a way of expressing status and wealth. They are now a billion-dollar industry (Grovey & Garza, 2023), where the effects of scarcity and popularity cues on purchase intention, depending on consumption target, might differ. Furthermore, their research was conducted exclusively in an American cultural context, which may not be generalisable to the Netherlands.

Importantly, Wu and Lee (2016) analysed the serial mediation of perceived product uniqueness on the effect of scarcity cues on purchase intention when buying for oneself but did not account for individual differences in the need for uniqueness between consumers. The need for uniqueness is mentioned in their paper, but they only translate this into their research by measuring how the product is perceived to reflect the user’s uniqueness. They do not incorporate how much personal need for uniqueness the consumer has. Research by Shin, Eastman, and Mothersbaugh (2017) indicates that a person-specific need for uniqueness significantly affects purchase intentions for limited-edition luxury

items. By not considering this, Wu and Lee assume a homogeneous need for uniqueness among consumers.

In contrast, a different need for uniqueness can have a moderating effect on one's purchase intention. Therefore, I will also measure each participant's need for uniqueness and analyse whether there is a moderating effect. Based on these considerations, my thesis will answer the central research question:

How do scarcity (limited edition) and popularity (bestseller) cues influence the purchase intentions of consumers in the Netherlands differently when purchasing sneakers for oneself versus as a gift for others?

I will also answer the following empirical sub-questions:

1. Does perceived product uniqueness and perceived product value mediate the effect of scarcity cues on purchase intention for self-purchases?
2. Does perceived consumption risk and perceived product value mediate the effect of popularity cues on purchase intention?
3. Does the personal need for uniqueness moderate the effect of scarcity cues (vs. popularity cues) on purchase intention for self-purchases?
4. Does the degree of self-other overlap moderate the effect of cue type on purchase intention for other-purchases?

To answer the questions mentioned above adequately with my research, I will first collect answers to the following theoretical sub-questions:

1. How does purchase intention serve as a measure of consumers' likelihood to buy a product?
2. What are scarcity-based promotions (limited edition), and how are they used in marketing strategies to influence purchase intention?
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4. How would the consumption target influence the effect of scarcity and popularity cues on purchase intention differently, and what is the role of perceived product uniqueness and consumption risk in this?
5. What does the "Limited Edition for Me and Bestseller for You effect" of Wu et al. (2016) entail?
6. How would the personal need for uniqueness influence the effect of scarcity and popularity cues on purchase intention?
7. How would the degree of self-other overlap influence the effect of scarcity and popularity cues on purchase intention?

1.3 Research Relevance

1.3.1 Academic Relevance

Academically, this study contributes to the existing knowledge on consumer behaviour and marketing strategies by exploring the interaction between scarcity vs. popularity cues and the consumption target. While there are various studies regarding scarcity and limited edition as marketing tools, to my knowledge, there has not been any research done in the fashion industry specifically for sneakers into the comparison between the cue types, scarcity (limited edition) and popularity (bestseller) on purchase intention, depending on the consumption target.

This study builds further on similar research by Wu and Lee, 2016 by first addressing a literature gap by focusing on a high-involvement product category in the fashion industry (sneakers). Secondly, by researching in a culturally different, non-American context (the Netherlands). Thirdly, it incorporates the personal need for uniqueness as a moderating variable, accounting for individual differences in the need for uniqueness instead of assuming a homogenous need for uniqueness. These contributions are valuable for academics and researchers in marketing, psychology, and consumer behaviour.

1.3.2 Managerial Relevance

The managerial relevance of this study lies in its potential to provide insights for marketers that are applicable specifically within the sneaker industry, as well as in the marketing of other fashion items. By understanding how the cue types scarcity (limited edition) and popularity (bestseller) influence purchase intentions in the different contexts of self-purchase compared to other-purchases, marketers can apply different cue types when aware of the context of the purchases. For example, knowing that scarcity cues might drive higher purchase intentions for self-purchases can help managers plan limited-edition releases more effectively. Similarly, understanding the impact of popularity cues on gift purchases can inform strategies for holiday seasons or other special events. This research can thus offer relevant knowledge, especially to online retailers, to better target marketing practices and promotional strategies to individuals, depending on the purchasing context, demographics, and personal need for uniqueness.

1.3.3 Societal Relevance

This study can be relevant for public policy or educational initiatives promoting responsible consumption and conscious financial decision-making by providing insights into how scarcity and popularity cues influence purchase intentions. These insights can help develop programs that educate consumers about marketing tactics and encourage more thoughtful purchasing decisions, helping prevent people who cannot afford certain products from falling for manipulative marketing tactics. In a time where digital platforms are the norm, consumers often encounter "hunger marketing" strategies that create artificial demand through limited availability, leading to impulsive purchases (Cuofano,

2024; How Temu Uses Psychological Hacks To Encourage Overspending, 2015). Educating consumers about these tactics supports critical thinking and resistance to such manipulations, as they are more aware of how these marketing strategies can be used. This can result in more balanced consumption.

1.4 Research Structure

This paper is further organised as follows: Chapter 2 contains the theoretical framework with a literature review, leading to the hypotheses stated at the end of the chapter. Chapter 3 contains the data and methodology, including the sampling method, data analysis techniques, and the software used for this analysis. Chapter 4 presents the results and their interpretation. Chapter 5 contains this study's conclusions, managerial implications, and limitations. Finally, the appendices include supplementary material such as all four survey versions and more extensively presented data and results.

2 Literature Study

2.1 How does purchase intention serve as a measure of consumers' likelihood to buy a product?

Purchase intention is a measure of rating consumers' stated purchase likelihood, defined as the extent to which customers are willing to buy a product or service (Jamieson & Bass, 1989). It has been used extensively as a metric in marketing research to determine how consumers behave before actual purchasing occurs. It is relevant as it informs marketers about how prepared and interested consumers are in products. Understanding the drivers of purchase intention can help businesses adjust their marketing strategies to meet consumer needs and preferences better, potentially increasing sales.

According to Azjen and Fishbein (1977), purchase intention is highly correlated with the actual purchase behaviour of consumers and is a potential indicator that the consumer's intention leads to purchase behaviour. This relationship is grounded in the Theory of Planned Behavior, which states that behavioural intentions are the most immediate determinants of behaviour (Ajzen, 1991). Multiple studies have supported this theory, demonstrating that higher purchase intentions typically lead to higher actual purchase rates. Sheeran (2002) explores the relationship between intentions and actual behaviours by analysing the extent to which intentions predict behaviours. Sheeran identifies various factors that influence this relationship and finds that while a gap exists, purchase intentions significantly predict actual purchase behaviour. Lee and Lee (2015) also analyse the relationship between stated purchase intentions and actual purchase behaviour in e-commerce. Their main finding is that the process of forming purchase intentions and behaviour is influenced by the expected product value and the actual probability of achieving that value. Consumer intentions indicate the degree to which individuals are willing to perform a specific behaviour, which would be interpreted as online purchasing behaviour in this study. (Ajzen, 1991)

Online purchase intention has become increasingly important nowadays, while e-commerce continues to grow. A meta-analysis by Wright and Macrae (2007) showed that purchase intention scales are empirically unbiased with lower variability than assumed before, improving confidence in their use as a predictor of purchase behaviour. Given its strong correlation with actual purchase behaviour, purchase intention is a valuable metric in marketing research. It helps in understanding consumer readiness to buy, forecasting sales, and evaluating the effectiveness of marketing strategies.Thus, in this study, online purchase intention is used, as it can be seen as the antecedent of purchase behaviour, which refers to a consumer's plan or willingness to buy a particular product through an online store. (Pavlou, 2003)

2.2 What are scarcity-based promotions (limited edition), and how are they used in marketing strategies to influence purchase intention?

Scarcity-based promotions are marketing strategies that emphasise the limited availability of a product to create a sense of urgency and exclusivity. Limited edition promotions fall under this category, where

companies intentionally restrict the number of items produced or available for sale. This tactic plays on the scarcity principle, which states that opportunities seem more valuable when they appear more limited (Cialdini, 2006). Research by Gierl, Plantsch, & Schweidler (2008) classifies scarcity cues into supply versus demand and quantity versus time. Marketers create scarcity using various techniques (e.g., limited quantity, limited time, limited edition, only available until… and temporarily available) (Gierl et al., 2008). While limited-time appeals are common, limited-quantity appeals, which include limited editions, are more effective in influencing purchase intentions (Aggarwal, Jun, & Huh, 2011). Limited quantity (e.g., only three left) is a demand-side form of scarcity. In contrast, limited edition (e.g., this product is a limited edition) is considered a supply-side type of scarcity (Gierl et al., 2008).

In the context of the sneaker market, limited edition promotions are especially impactful. Companies often release limited editions to satisfy consumers' desire for exclusivity (Balachander and Stock, 2009), especially in the sneaker market. Consumers look for products that offer a sense of individuality in addition to utility (Eom & Lee, 2012). According to Snyder and Fromkin (1977), people like to express their personality or identity through unique items others do not own, a phenomenon known as the 'snob effect.' This drives many sneaker brands to adopt limited-edition marketing strategies. Limited edition sneakers create a perception of exclusivity and significantly enhance brand value (Gierl et al., 2008; Wu & Lee, 2016); the current study focuses on this particular type of scarcity cue.

The relationship between scarcity cues and purchase intention is driven by the perception of exclusivity and urgency that limited-edition products create. The theoretical foundations of scarcity-based promotions can be explained through commodity and signalling theories. Commodity theory suggests that people value items more when they are challenging to obtain or unavailable (Brock, 1968; Lynn, 1991). This theory helps explain why limited editions positively impact consumer responses, such as product desirability, brand evaluation, perceived value, and purchase intention (Aggarwal & Vaidyanathan, 2003; Eisend, 2008; Ku et al., 2012). However, in the sneaker market, signalling theory is more relevant. This theory presumes that luxury limited-edition products signal high quality and value to consumers because brands make credible commitments by producing a limited number of items (Stock & Balachander, 2005). These products signal the consumer's uniqueness, exclusivity, and social status (Eisend, 2008; Gierl & Huettl, 2010), and in this way positively influence purchase intention.

2.3 What are popularity-based promotions (bestseller) and how are they used in marketing strategies to influence purchase intention?

Popularity-based promotions are marketing strategies that show the popularity of a particular product in terms of the number of times it has been purchased, using social proof to enhance its attractiveness. This type of promotion frequently uses tags or claims such as "bestseller," "most popular," or "75% of customers who viewed this also bought this.", which have been extensively used by retailers like Amazon.com and Overstock.com (Wu & Lee, 2016)

These cues give information about general market preferences, acting as social norms that drive a consumer's purchasing behaviour (Berger & Heath, 2007; Fromkin & Snyder, 1980; Goldstein, Cialdini, & Griskevicius, 2008). They provide social validation for product quality, meaning it must be good if many people prefer or have purchased the product (Goldstein et al., 2008; Griskevicius et al., 2009).

Aggarwal, Jun, and Huh (2011) analysed how popularity-based promotions affected consumer behaviour and found that these promotions significantly increase purchase intentions by creating a sense of reassurance and lowering perceived risk.

Popularity-based promotions can work well for marketers in the sneaker market. By advertising a sneaker as a "bestseller," brands can capitalise on the social proof phenomenon, making the product more appealing to consumers who are influenced by the buying behaviours of others. Thus, I expect that popularity cues positively influence purchase intention.

2.4 How would the consumption target influence the effect of scarcity and popularity cues on purchase intention differently, and what is the role of perceived product uniqueness and consumption risk in this?

As mentioned before, scarcity and popularity cues are common tactics used in retail to influence customers. However, these strategies are incompatible because they are based on conflicting theories of providing uniqueness or the opposite, namely generality. (Deval et al. 2013; Steinhart et al. 2014) Therefore, they are rarely used together (Gierl et al., 2008). Psychological research shows that specific purchasing goals, such as self-expression and individuation, are more relevant to decision-making regarding oneself. (Abele & Wojciszke, 2007) These factors can be less relevant for decision-making regarding purchases for someone else, and other factors may play a role. It is, therefore, interesting to assess how the consumption target influences the effect of scarcity and popularity cues on purchase intentions.

Purchasing something for yourself is entirely different from buying a gift for another person. This is because there are different psychological drivers behind purchasing decisions. Two essential drivers for consumer behaviour are the need for a unique product and consumption risk.

Perceived product uniqueness refers to the consumer's perception of how distinct and unique a product is compared to others. It is a psychological assessment where consumers believe that the product offers something unique that is not commonly available. Consumers assess the uniqueness of a product based on its rarity, design, features, or any other attribute that sets it apart from standard offerings.

The need for uniqueness and belonging are two basic human needs that influence our daily social interactions. (Snyder & Fromkin 1977; Tian, Bearden, & Hunter 2001). According to social psychology studies, self-related decision-making is more closely associated with agentic goals like individuation and self-expansion (Abele & Wojciszke, 2007). Therefore, in the context of self-purchases, the need for uniqueness will likely outperform the need for belonging and will be an essential consideration when buying for oneself.

In the meantime, when making decisions about others, communal goals, including social integration and consideration for others, take priority (Abele & Wojciszke, 2007). Perceived consumption risk refers to the potential adverse outcomes that a consumer anticipates when purchasing a product. It includes uncertainties about product performance and the fear of negative consequences. When purchasing for others, this risk is even more important as there is a larger uncertainty because the consumer does not know if the recipient will well regard the product. Therefore, it can be expected that perceived consumption risk plays a vital role in the consumer's decision-making process for other-purchases.

Both perceived product uniqueness and perceived consumption risk can be expected to influence purchase intention via perceived value. Perceived value is a concept that refers to a consumer's assessment of the benefits and costs of a product. Perceived value is defined as the trade-off between perceived quality and perceived sacrifice (Wu & Lee, 2016; Gan & Wang, 2017). The evaluation of perceived value includes various aspects such as quality, price, and convenience. When consumers perceive a high value in a product, their intention to purchase increases because they believe the benefits outweigh the costs (Zeithaml, 1988). It is important to note that while high prices can sometimes indicate better quality, they can also diminish the perceived value if they surpass consumers' expectations of what they should pay. This demonstrates the complex relationship between pricing, perceived value, and consumer decision-making. (Dodds et al., 1991). This perception of value is important in influencing consumer behaviour, as higher perceived value tends to lead to higher purchase intentions, ultimately impacting actual purchasing decisions.

2.4 What does the "Limited Edition for Me and Bestseller for You effect" of Wu et al. (2016) entail?

As follows from the literature mentioned above, the need for uniqueness is expected to play a more prominent role when purchasing a product for oneself. Scarcity-based promotions, compared to popularity-based ones, are more effective in enhancing feelings of uniqueness and distinctiveness (Tian, Bearden, & Hunter 2001). While popularity-based promotions highlight that the product is appealing to many people, this often diminishes the exclusivity of a product (Tian et al., 2001). Thus, for self-purchases, scarcity cues (compared to popularity cues) heighten the perceived uniqueness of the product, leading to an increased perceived value and stronger purchase intentions. (Wu & Lee, 2016)

On the contrary, purchases made for others are related to a higher consumption risk. Research indicates that popularity-based promotions effectively reduce perceived consumption risk by providing social validation. Scarcity-based promotions emphasise uniqueness but can also indicate higher consumption risk (Tian et al., 2001). Therefore, popularity cues (vs. scarcity cues) lower the perceived consumption risk for other-purchases, increasing perceived value and purchase intentions. Thus, like Wu & Lee, 2016 I also expect the *"Limited Edition for Me and Bestseller for You effect"*.

Based on these insights, I propose the following hypotheses:

Self-purchases

H1. For self-purchases, scarcity (vs. popularity) cues lead to increased purchase intentions.

H2. For self-purchases, the serial mediation effect of perceived product uniqueness and perceived product value explains the positive impact of scarcity (vs. popularity) cues on purchase intentions.

Other-purchases

H3. For other-purchases, popularity (vs. scarcity) cues lead to increased purchase intentions.

H4. For other-purchases, the serial mediation effect of perceived consumption risk and perceived product value explains the positive impact of popularity (vs. scarcity) cues on purchase intentions.

2.5 How would the personal need for uniqueness influence the effect of scarcity and popularity cues on purchase intention?

The personal need for uniqueness can be defined as the need to distinguish oneself from others through buying, using, and showing off consumer goods (Tian et al., 2001). Research by Shin, Eastman, and Mothersbaugh (2017) shows that a person-specific need for uniqueness significantly affects purchase intentions for limited-edition luxury items. Every consumer is different, so we cannot assume a homogeneous need for uniqueness. Thus, we propose that consumers with a high need for uniqueness are more likely to respond positively to limited edition products, as these items satisfy their desire for exclusivity and distinctiveness. Consequently, the effect of scarcity cues on purchase intention is amplified among individuals with a strong need for uniqueness. This study proposes that the personal need for uniqueness will moderate the relationship between scarcity cues and purchase intentions, enhancing the “Limited Edition for Me” effect.

H5. For self-purchases, personal need for uniqueness moderates the effect of cue type on purchase intention such that scarcity cues (vs popularity cues) increase purchase intention only when the need for uniqueness is high.

2.6 How would the degree of self-other overlap influence the effect of scarcity and popularity cues on purchase intention?

Everyone is different. We each have different values and preferences. The degree of self-other overlap is likely to influence purchasing decisions. Self-other overlap can be defined as the extent to which individuals perceive themselves as having a close relationship with the other person and having similarities in their identity. (Myers & Hodges, 2011) Consumption risk increases when purchasing for others, especially if you do not know them well or have different identities. The opposite holds that when the purchaser and recipient share similar identities and have a close relationship, then the

consumption risk decreases. When self-other overlap is high, the decision-making process could be completely different from the case discussed previously. It could resemble a purchasing decision for oneself. Therefore, I propose that the “popularity for others” effect could be moderated by self-other overlap. According to Tu, Shaw, and Fishbach (2015), when interpersonal overlap is high, individuals become more aware of the "self-other collective" during decision-making. In close relationships with significant self-other overlap, consumers are likely to consider themselves and the relational other as a single unit. This leads to egocentric projection, where consumers attribute their values and thoughts to the other person (Murray et al., 2002). The "popularity for others" effect works well when there is little overlap between self and others. Nevertheless, when there is much overlap, decision-making for oneself and others can blend, potentially weakening the "popularity for others" effect due to the influence of the "scarcity for me" effect. Thus, I expect the "popularity for others" effect to weaken when self-other overlap is high.

H6. For other-purchases, the degree of self-other overlap moderates the effect of cue type on purchase intentions, such that popularity cues (vs. scarcity cues) lead to increased purchase intentions only when self-other overlap is low.

2.7 Conceptual Model

Figure 1 displays the conceptual model of the hypotheses. The blue arrows display the hypotheses for the consumption target self-purchases and the red arrows for other-purchases.

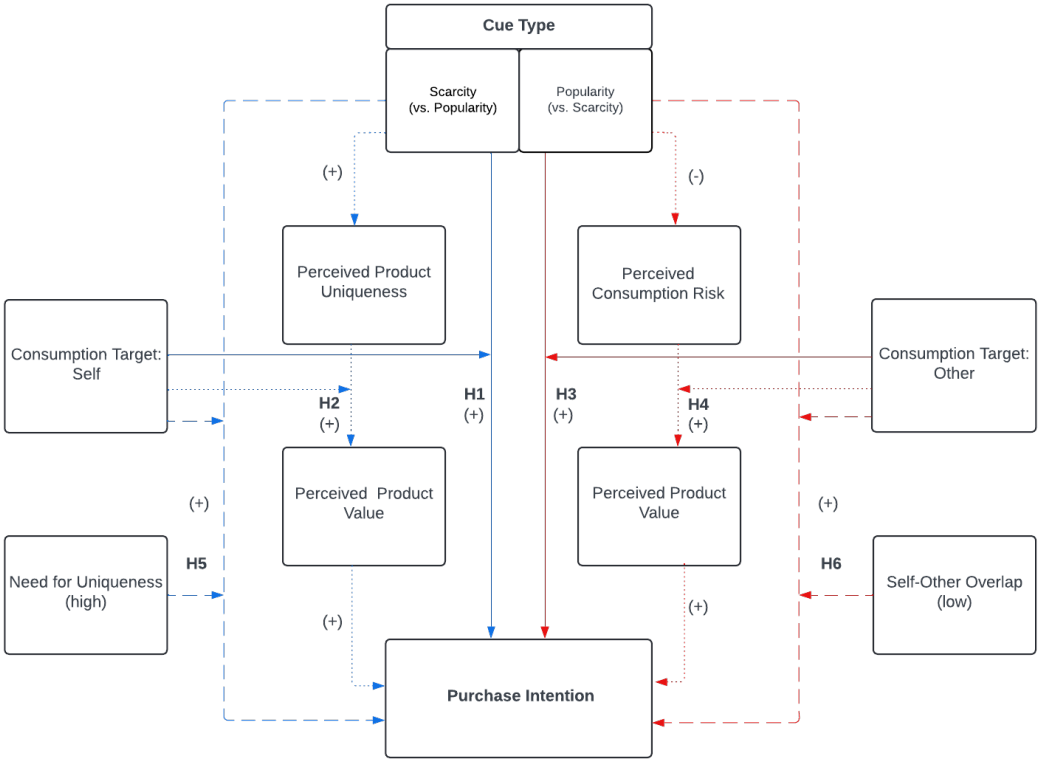

Figure 1: Conceptual Model

3 Research Methodology

3.1 Data Collection: Qualitative or Quantitative research

There are two primary methods in academic research: quantitative and qualitative research. Subjective insights are the main emphasis of qualitative research, which includes techniques like focus groups, in-depth interviews, and qualitative observation to collect exploratory data on attitudes and feelings. On the other hand, quantitative research uses statistical tests to evaluate findings and depends on numerical data to establish conclusions. According to Malhorta and Birks (2007), there are four kinds of quantitative research: descriptive, correlational, causal-comparative, and experimental. Common quantitative methods include surveys, scientific experiments, and numerical data analysis. For this study, quantitative research was chosen to reach conclusions regarding the effects of scarcity and popularity cues on purchase intention. Quantitative methods offer scientific credibility, especially when dealing with measurable data (Lakshman et al., 2000). Quantitative research also enhances the validity of results by involving larger samples, which contributes to more generalisable findings.

This study will be executed via an online survey on the Qualtrics platform using a 2 × 2 between-subjects experimental design. This online survey allows for quick distribution via a link or QR code and efficient data collection.

3.2 Survey Overview

Participants will be randomly assigned to one of the four experimental conditions and asked to imagine purchasing a sneaker from an online retailer, either a limited edition for themselves, a limited edition for someone else, a best seller for themselves or a best-seller for someone else, namely a friend. The survey will start by asking to determine sneaker purchase frequency and whether the respondent is a sneaker fanatic. If the respondent never buys sneakers, the survey ends for them as they do not belong to the research target sample. This is followed by a question of to what degree the respondent is a sneaker fanatic. After these, some general demographic questions are asked (i.e., age, gender, and education level). Then, the survey distribution is randomised, and the respondents will be assigned to one of the four conditions. The product description will either include the scarcity cue that the item is a limited edition or the popularity cue that the item is a bestseller and will either be for a purchase for oneself (self-purchase) or a friend (other-purchase).

Table 1*: Sneaker description for cue types (bestseller vs. limited edition) and consumption target (Self vs. Other)*

Condition	**Description**
1. Limited edition – Self purchase	Imagine you want to purchase sneakers **for yourself** and when you are browsing online, you read the following description: This

	exclusive sneaker is a **limited-edition** release. It features a **unique** design and special colour ways that are not available in regular models. This **limited-edition sneaker** embodies exclusivity. Owning this pair means you will stand out with a **rare** and highly sought-after item that only few people possess.
2. Bestseller – Self Purchase	Imagine you want to purchase sneakers **for yourself** and when you are browsing online, you read the following description: This **sneaker** is a **bestseller**, **loved** by **thousands of customers** around the world. Renowned for its timeless design, comfort, and durability, this sneaker has become an iconic **staple** in the **sneaker world**. This model is celebrated for its versatility, making it a **favourite of many people**. Owning this pair means you are part of a large community of **satisfied fans** who appreciate the classic style and its reliable performance.
3. Limited edition – Other purchase	Imagine you want to purchase a pair of sneakers as a **gift** for one of your **friends**. Clearly envision **who you are buying the gift for**. When you are browsing online for sneakers, you read the following description: This exclusive sneaker is a **limited-edition** release. It features a **unique** design and special colourways that are not available in regular models. The **limited-edition sneaker** embodies exclusivity. Owning this pair means **your friend** will stand out with a **rare** and highly sought-after item that only few people possess.
4.Bestseller – Other Purchase	Imagine you want to purchase a pair of **sneakers** as a **gift for one of your friends**. Clearly envision **who you are buying the gift for.** When you are browsing online for sneakers, you read the following description: This sneaker is a **bestseller**, loved by thousands of customers around the world. Renowned for its timeless design, comfort, and durability, this sneaker has become an iconic **staple** in the **sneaker world**. This model is celebrated for its versatility, making it a **favourite of many people**. Owning this pair means your friend will be part of a large community of **satisfied fans** who appreciate the classic style and its reliable performance.

All the participants will be asked about their purchase intention, measured by a three-item measure for purchase intention from Steinhart et al. (2014). Perceived value, the trade-off between perceived quality and perceived sacrifice, will be measured using a single-item scale. (Wu & Lee, 2016)

Participants of the two *self-purchase* variations (Conditions 1 and 2) of the survey will be asked about perceived product uniqueness, defined as the extent to which consumers view the product as different from other products, which will be measured using a two-item scale developed by Franke and Schreier (2008). Furthermore, these participants will be asked additional questions to identify their need or desire for uniqueness based on Zhan and He (2012) and Shin et al. (2017).

The participants of the two *other-purchase* survey variations (Condition 3 and 4) will be asked about perceived consumption risk, defined as how risky they consider the product in a way that the receiver might not like it. Lastly, these participants will be asked to rate their self-other overlap with their chosen friend using the Inclusion of Other in the Self (IOS) scale (Aron, Aron, & Smollan, 1992). For all the above survey items, respondents will be asked to indicate their level of agreement towards each statement using a 7-point Likert scale (1=strongly disagree, 7= strongly agree)

3.3 Research Sample

The online survey targeted sneaker consumers in the Netherlands. The survey was distributed via social channels as private messages to the author's social network. The convenience sampling method was used, which involves selecting the candidate pool that is most conveniently available while still ensuring that each candidate meets the requirements. Additionally, snowball sampling occurred as respondents were requested to forward the survey to others they know. This resulted in a more diverse sample than previously expected, which also included respondents from older age groups. The survey was distributed in June and July 2024. In total, 162 respondents completed the survey across the four experimental conditions. The raw data from the survey can be found in Appendix C.

3.4 Data Analysis

This data will be analysed using STATA and SPSS, as they are reliable and would efficiently perform all the necessary tasks. The data was first reorganised in Stata and split into the correct conditions (1-4). Firstly, the descriptive statistics were calculated using Stata. The number of observations, mean, and standard deviation were calculated for the relevant variables. Secondly, independent t-tests are performed to test differences in purchase intentions between the different cue types (scarcity vs. popularity) and consumption targets (self vs. other). This was done separately for self-purchases (H1) and other-purchases (H3) to determine whether the differences in means between groups were statistically significant. Afterwards, the organised data separated for self and other-purchases was imported and analysed in SPSS. The PROCESS Model 6 (Hayes, 2013) was used for the serial mediation analyses. This tested the serial mediation effects of cue type on purchase intention via perceived product uniqueness and perceived product value (H2) and the serial mediation effect via perceived consumption

risk and perceived product value (H4). For each hypothesis of the mediation analysis, the indirect effects were measured by bootstrapping at 95 percent confidence interval to determine the significance of the mediation paths. The total, direct, and indirect effects are reported to explain the mediation process. Lastly, a moderation analysis using the PROCESS Model 1 (Hayes, 2013) was used to examine whether the need for uniqueness (H5) and self-other overlap (H6) moderates the effects of cue type on purchase intentions. The coefficients and p-values are finally interpreted to assess whether the mediation and moderation analysis are significant and aligned with the proposed hypotheses.

4 Research Outcome

4.1 Survey Reliability

The survey was created using the Qualtrics program and was completed by 162 respondents. After cleaning the data, 139 entries were included in the final analysis. The target population for this survey consists of individuals who purchase sneakers at least once a year, as the study aims to understand how consumers behave towards different types of marketing cues and differing consumption targets. To guarantee that the sample adequately represented the target audience, the five respondents who stated they had never purchased sneakers were removed and were not allowed to complete the survey. Additionally, six respondents who completed the survey in under 90 seconds and 12 who took over 600 seconds were excluded. This decision was made to improve the data quality, as very short completion times could indicate they needed to pay more attention and rushed through the responses. On the other hand, very long times could suggest interruptions or a lack of engagement, both of which could compromise the reliability of the data. The distribution of respondents across the four different versions of the experiment after data cleansing was well-balanced due to the randomisation process. Specifically, Condition 1 included 23,74% of respondents, Condition 2 included 25,90%, Condition 3 included 25,18%, and Condition 4 included 25,18%. (Table 2) Because of this balanced distribution, the comparison between different conditions is fair and unbiased, contributing to the robustness of the study's findings. Multiple responses from the same IP addresses were kept, as the survey was sent on various occasions to people using shared internet connections at workplaces and universities. Based on trust, it was assumed that each participant completed the survey only once.

4.2 Survey Outcome Demographics

The distribution between genders shows a slightly higher proportion of females (53.33%) than males (46.67%). The age distribution indicates that the largest group of respondents (28.06%) falls within the 28-34 age range. Notably, the 18-22 and 22-27 age groups collectively represent 35.97% of the sample, who belong to Generation Z. The first three age groups, which are 18-22, 22-27 and 28-34, together, account for over 64,03% of the total sample. The oldest four groups together are 35,98 %. This distribution is skewed compared to the actual population in the Netherlands, with a higher share of younger individuals present. (Table 3)

Table 3 *Age Group Distribution*

Age Group	Percentage
18-22	25.90%
22-27	10.07%
28-34	28.06%

35-44	14.39%
45-54	5.04%
55-64	0.72%
65 or older	15.83 %

Regarding the distribution of education levels, Table 4 shows that the largest group of respondents holds a bachelor's degree (40.29%), followed by those with some college education (21.58%) and master's degrees (19.42%). High school graduates comprise 17.27% of the sample, while those with professional or doctorate degrees constitute 1.44%. This survey was distributed via convenience sampling, resulting in a higher share of respondents with an academic background.

Table 4 *Education Group Distribution*

Age Group	**Percentage**
High school graduate	17.27%
Some college (1–4 years, no degree)	21.58%
Bachelor's degree	40.29%
Master's degree	19.42%
Professional or doctorate degree	1.44%

4.3 Hypothesis 1

H1. For self-purchases, scarcity (vs. popularity) cues lead to increased purchase intentions.

The first independent t-test only considers self-purchases, with purchase intention as the dependent variable and cue type as the independent variable, where cue type = 0 for the popularity cue and cue type = 1 for the scarcity cue. The sample of popularity cue for self-purchases has 36 observations with $M_{popularity}$ = 3.33 and SD = 1,39. Conversely, the sample of scarcity cues for self-purchases has 33 observations with $M_{scarcity}$ = 4.07 and SD = 1.58. (Table 5 & 6) This clearly shows a difference in the means of purchase intention, with scarcity cues being more effective than popularity cues (4.07> 3.33) for self-purchases in influencing purchase intentions. The independent t-test results are $t_{(1,67)}$ = -2,06 with p =.04**, showing that for self-purchases, there is a significant difference between the means of purchase intention for the different cue types at a 5% significance level. (Table 9) Thus, in line with hypothesis 1, for self-purchase, scarcity (vs. popularity) cues lead to increased purchase intention and hypothesis 1 is accepted. This is visually presented in the first two columns of Figure 1.

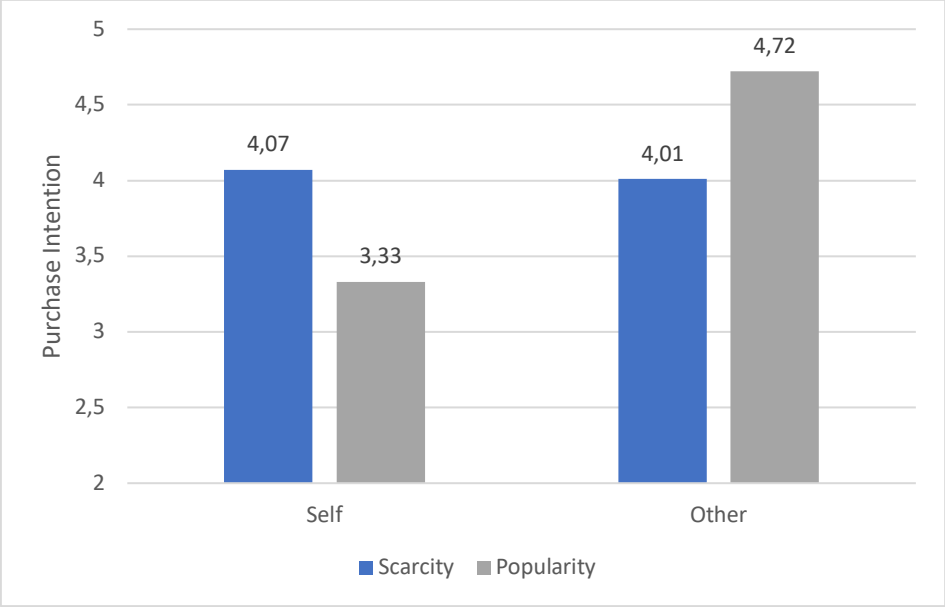

Figure 1. Interaction of cue type and consumption target

4.4 Hypothesis 2

H2: For self-purchases, the serial mediation effect of perceived product uniqueness and perceived product value explains the positive impact of scarcity (vs. popularity) cues on purchase intentions.

The Hayes model 6 serial mediation analysis only considers self-purchases, with purchase intention as the dependent variable and cue type as the independent variable, where cue type=0 for the popularity cue and cue type=1 for the scarcity cue. The first tested mediator is perceived product uniqueness, and the second mediator is perceived product value. The sample contains 69 observations for self-purchases. Figure 2 displays the results of all *direct effects*, which are discussed first.

4.4.1 Direct effects

Firstly, when considering the first mediator, *perceived product uniqueness* as the outcome variable, the effect of cue type on perceived product uniqueness is *B*=1.89 with p-value=.00***, showing scarcity cues (vs. popularity cues) positively affect perceived product uniqueness at a 1% significance level. Scarcity cues are, therefore, associated with higher perceived product uniqueness compared to popularity cues. (Figure 2, a)

Secondly, when considering the second mediator, *perceived product value, as the outcome variable, the effect of perceived product uniqueness on perceived product value is B= 0.59 with a p-value =.00***. (Figure 2, b) Conversely, the effect of cue type on perceived product value is B= 0.18 with a* p-value = .66. (Figure 2, c) Thus, perceived product uniqueness positively affects perceived product value at a 1% significance level, but cue type does not significantly affect perceived product value.

Thirdly, when considering *purchase intention* as the outcome variable, the effect of perceived

product uniqueness on purchase intention is B= 0.45 with p-value =.00***. (Figure 2, d) Thus, perceived product uniqueness positively affects purchase intention at a 1% significance level. However, the effect of perceived product value on purchase intention is B= 0.10 with p-value =.42. (Figure 2, f) This means perceived product value does not significantly influence purchase intentions.

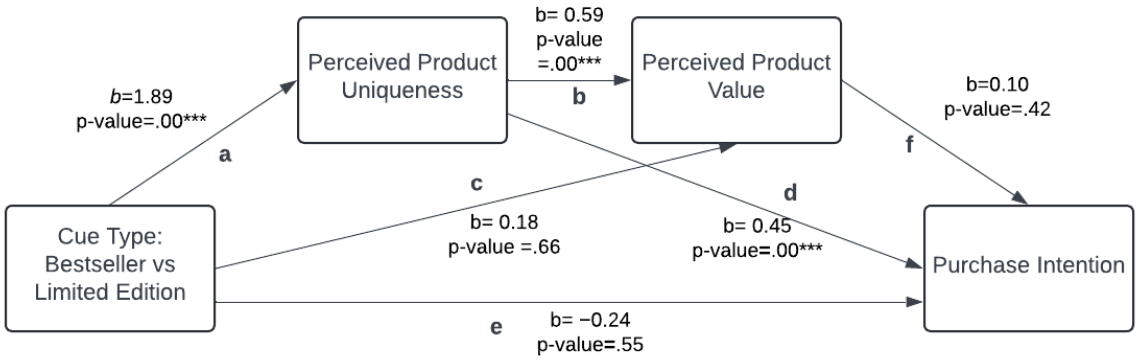

Figure 2: Direct of effects of Hayes Model 6 for Hypothesis 2

4.4.2 Total and Direct effects

The *total and indirect effects* subsequently discussed are displayed in Tables 11 and 13. The total effect of cue type on purchase intention, meaning the effect without considering any mediators, is significant at a 5% level and has an effect of 0.74 with p-value = .04**. To assess the significance of the mediators, this should be compared to the direct effect of cue type on purchase intention. (Figure 2, e) The direct effect, meaning the remaining effect of cue type on purchase intention after including both mediators, is B= −0.24 with p-value = .55. Thus, this remaining effect is no longer significant. As the relationship between cue type and purchase intention is significant at first, displayed by the significant *total effect* at a 5% significance level, but no longer significant after including the mediators, visible by the insignificant *direct effect* of cue type on purchase intention. It can be concluded that some of the included mediators at least mediate the effect of cue type on purchase intention.

4.4.3 Indirect effects bootstrapped at 95 percent

Finally, looking at the *indirect effects* bootstrapped at 95% for results at a 5% significance level, the first indirect effect of cue type on purchase intention, mediated only by perceived product uniqueness on purchase intention, is significant. (B= 0.85, bootstrapped 95 percent CI: 0.27, 1.52.) This shows that perceived product uniqueness alone already mediates the relationship between cue type and purchase intention. However, the second indirect effect (cue type on purchase intention, mediated by only perceived value) is insignificant. (B: 0.02, bootstrapped 95 percent CI: -0.09. 0.27) Similarly, the third indirect effect, the serial mediation effect of hypothesis 2 (the effect of cue type on purchase intention, mediated by both perceived uniqueness and perceived value), is not significant. (B: 0.11, bootstrapped

95 percent CI: -0.16, 0.45) This shows that perceived product value, alone or as part of a serial mediation, does not significantly mediate the relationship between cue type and purchase intentions. (Tables 13 and 14)

Table 13 *Indirect Effects of Cue Type on Purchase Intention 95% Bootstrap*

Indirect Effect	**Effect**	**BootSE**	**BootLLCI**	**BootULCI**
Ind1	0.85	0.32	0.27	1.52
Ind2	0.02	0.09	-0.09	0.27
Ind3	0.11	0.15	-0.16	0.45

Table 14 *Indirect Effect Paths*

Indirect Effect	**Path**
1	Cue Type -> Perceived Product Uniqueness -> Purchase Intention
2	Cue Type -> Perceived Product Value -> Purchase Intention
3	Cue Type -> Perceived Product Uniqueness -> Perceived Product Value -> Purchase Intention

In conclusion, the results show that while perceived product uniqueness significantly mediates the relationship between cue type and purchase intentions, the hypothesised serial mediation through perceived product uniqueness and product value is insignificant. Therefore, Hypothesis 2 is rejected. However, it is important to note that product uniqueness itself is found to mediate the relationship of cue type on purchase intention for self-purchases. This means that scarcity cues (limited edition) compared to popularity cues (bestseller) increase purchase intentions for self-purchases because of a higher perceived product uniqueness.

4.5 Hypothesis 3

H3. For other-purchases, popularity (vs. scarcity) cues lead to increased purchase intentions.

The first independent t-test only considers other-purchases, with purchase intention as the dependent variable and cue type as the independent variable, where cue type = 0 for the popularity scarcity cue and cue type = 1 for the scarcity cue. The sample of popularity cue for other-purchases has 35 observations with $M_{popularity}$= 4.72 and SD= 1.56. Conversely, the sample of scarcity cues for other-purchases has 35 observations with $M_{scarcity}$= 4.02 and SD= 1.73. (Table 5-6) This clearly shows a difference in the means

of purchase intention, with popularity cues being more effective than scarcity cues (4.72>4.02) for other-purchases. The results are $t_{(1,68)} = 1.79$, p= .08*, showing that for self-purchases, there is a marginally significant difference between the means of purchase intention for the different cue types at a 10% significance level. (Table 10) Thus, in line with hypothesis 3, for other-purchases, there is moderate evidence that scarcity (vs. popularity) cues lead to increased purchase intention, and hypothesis 3 is accepted at a 10% significance level. This is visually presented in the second two columns on the right side of Figure 1.

4.6 Hypothesis 4

H4. For other-purchases, the serial mediation effect of perceived consumption risk and perceived product value explains the positive impact of popularity (vs. scarcity) cues on purchase intentions.

The Hayes model 6 serial mediation analysis only considers other-purchases, with purchase intention as the dependent variable and cue type as the independent variable, where cue type = 0 for the popularity cue and cue type = 1 for the scarcity cue. The first tested mediator is perceived consumption risk, and the second mediator is perceived product value. The sample contains 70 observations for other-purchases. Figure 3 displays the results of all direct effects, which are discussed first.

4.6.1 Direct effects

Firstly, when considering the first mediator, perceived consumption risk as the outcome variable, the effect of cue type on perceived consumption risk is *B*= 0.86 with p-value**= .**06, showing scarcity cues (vs. popularity cues) have a marginally significant positive effect on perceived consumption risk at a 10% significance level. Scarcity cues are, therefore, associated with higher perceived consumption risk compared to popularity cues. (Figure 3, a)

Secondly, when considering the second mediator, perceived product value as the outcome variable, the effect of perceived consumption risk on perceived product value is B= -0.25 with p-value =.008***. (Figure 3, b) Thus, perceived consumption risk significantly influences perceived product value negatively at a 1% significance level. Additionally, the effect of cue type on perceived product value is B= 0.44 with p-value =.20 (Figure 3, c). This means cue type does not significantly influence perceived product value when perceived consumption risk is included in the model.

Thirdly, when considering purchase intention as the outcome variable, the effect of perceived consumption risk on purchase intention is B = -0.38 with p-value **= .**00***. (Figure 3, d) The effect of perceived product value on purchase intention is B=0.34 with p-value =.007***. (Figure 3, f) Thus, perceived consumption risk and perceived product value significantly affect purchase intention at a 1% significance level.

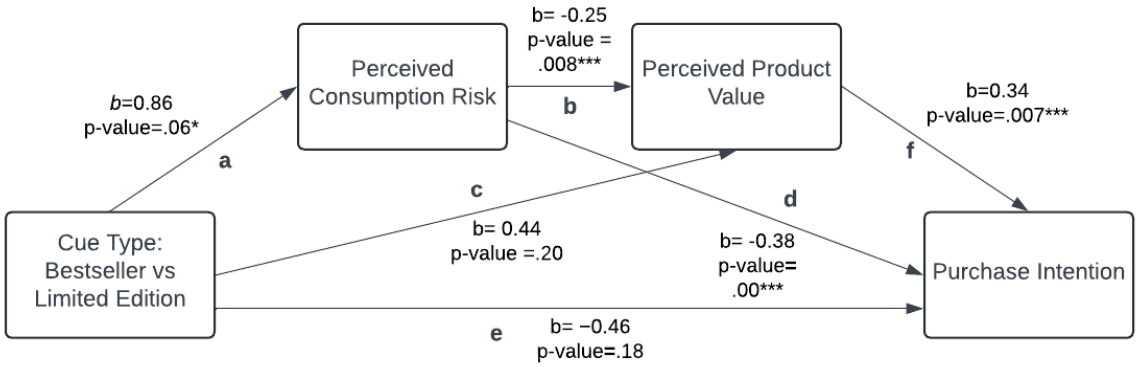

Figure 3: Direct effects of Hayes Model 6 for Hypothesis 4

4.6.2 Total and direct effects comparison

The *total* and *indirect effects* subsequently discussed are displayed in Tables 15 and 17. The *total effect* of cue type on purchase intention, meaning the effect without considering any mediators, is significant at a 10% level and has an effect of B= 0.70 with a p-value= .08*. To assess the significance of the mediators, the total effect of cue type on purchase intention should be compared to the direct effect of cue type on purchase intention. The direct effect, meaning the remaining effect of cue type on purchase intention after including both mediators, is found to be B= −0.46 with p-value= .18; thus, this relationship is no longer significant after including the mediators. (Figure 3, e) The relationship between cue type and purchase intention is significant at first, displayed by the significant *total effect* at a 10% significance level, but no longer significant after including the mediators, visible by the insignificant *direct effect* of cue type on purchase intention. It can be concluded that at least some of the included mediators significantly mediate the effect of cue type on purchase intention.

4.6.3 Indirect effects bootstrapped at 95 percent

Finally, looking at the indirect effects bootstrapped at 95% for results at a 5% significance level, none of the results are significant. The first indirect effect of cue type mediated only by perceived consumption risk on purchase intention is insignificant. (B= -0.32, bootstrapped 95 percent CI: -0.81, 0.00.) The second indirect effect (cue type on purchase intention, mediated by only perceived value) is also insignificant. (B= 0.15, bootstrapped 95 percent CI: -.08, 0.42) Similarly, the third indirect effect, the serial mediation effect of hypothesis 4 (the effect of cue type on purchase intention, mediated by both perceived uniqueness and perceived value), is also insignificant. (B= -0.07, bootstrapped 95 percent CI: -0.18, 0.00) (Tables 17 and 18).

Table 17 *Indirect Effects of Cue Type on Purchase Intention 95% Bootstrap*

Indirect Effect	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-0.25	0.27	-0.82	0.24
1	-0.32	0.21	-0.81	0.00
2	0.15	0.13	-0.08	0.42
3	-0.07	0.05	-0.18	0.00

Table 18 *Indirect Effect Paths*

Indirect Effect	Path
1	Cue Type -> Consumption Risk -> Purchase Intention
2	Cue Type -> Perceived Product Value -> Purchase Intention
3	Cue Type -> Consumption Risk -> Perceived Product Value -> Purchase Intention

4.6.4 Indirect effects bootstrapped at 90 percent

Table 19 shows these same indirect effects but bootstrapped at 90% for results at a 10% significance level instead of 5%. The first indirect effect of cue type mediated only by perceived consumption risk on purchase intention is now significant at 10%. (B= -0.32, bootstrapped 95 percent CI: -0.71, -0.03.) The second indirect effect (cue type on purchase intention, mediated by only perceived value) is still insignificant. (B= 0.15, bootstrapped 95 percent CI: -0.04, 0.37) Lastly, the third indirect effect, the serial mediation effect of hypothesis 4 (the effect of cue type on purchase intention, mediated by both perceived consumption risk and perceived value), is significant at the 10% level. (B= -0.07, bootstrapped 90 percent CI: -0.16, -0.004). This shows that perceived consumption risk significantly mediates the relationship between cue type and purchase intention at the 10% level. However, perceived product value does not significantly mediate the relationship between cue type and purchase intentions on its own.

In conclusion, the results show that the hypothesised serial mediation through perceived consumption risk and perceived product value is accepted at a 10% significance level. The coefficient is negative because cue type = 1 for scarcity cues and cue type = 0 for popularity cues, indicating the effect of scarcity (vs. popularity) cues. As hypothesis 4 is about other-purchases, the opposite order is considered, namely how popularity (vs. scarcity) cues influence purchase intention. Thus, the result should be interpreted in the opposite sign for popularity (vs. scarcity) cues, meaning popularity (vs. scarcity) cues positively affect purchase intention. Therefore, Hypothesis 4 is accepted.

Table 19 *Indirect Effects of Cue Type on Purchase Intention 90% Bootstrap*

Indirect Effect	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-0.25	0.26	-0.71	0.16
1	-0.32	0.21	-0.71	-0.03
2	0.15	0.13	-0.04	0.37
3	-0.07	0.05	-0.16	-0.004

4.7 Hypothesis 5

H5. For self-purchases, the degree of personal need for uniqueness moderates the effect of cue type on purchase intention such that scarcity cues (vs popularity cues) increase purchase intention only when the need for uniqueness is high.

The Hayes PROCESS model 1 (Hayes, 2013) moderation analysis only considers self-purchases, with purchase intention as the dependent variable and cue type as the independent variable, where cue type = 0 for the popularity cue and cue type = 1 for the scarcity cue. The moderator is personal need for uniqueness and the sample contains 69 observations for self-purchases. The interaction effect of cue type and need for uniqueness is B = 0.68 with a p-value =.002***. This shows that the need for uniqueness moderates the effect of cue type on purchase intention. (Table 20)

Table 20 *Effect of personal need for uniqueness on the relationship between cue type and purchase intention*

Variable	Coefficient	Standard Error (SE)	t-value	p-value	Lower 95% CI (LLCI)	Upper 95% CI (ULCI)
Constant	3.71	0.17	22.08	0.00	3.37	4.05
Cue Type	0.75	0.34	2.22	0.03	0.07	1.42
Need for Uniqueness	0.03	0.10	0.34	0.73	-0.17	0.24
Interaction	0.68	0.20	3.30	0.00	0.27	1.09

To assess how the level of personal need for uniqueness influences the effect of cue type on purchase intention, the result of a low level (1 SD below the mean), average level (mean) and high level (1 SD above the mean) are compared in table 21. The conditional effects of cue type on purchase intention, meaning the effect when keeping the personal need for uniqueness fixed at a specific mean level, give the following results. At a low level of personal need for uniqueness (1 SD below the mean), the effect

of cue type is B= -0.37 with a p-value=.44, thus negative but insignificant. The conditional effects of cue type at the mean and high levels (1 SD above the mean) are B = 0.75, with a p-value=.03**, thus significant at a 5% significance level and B= 1.86 with p-value=.00***, thus significant at a 1% significance level. Based on these results and in line with hypothesis 5, it can be concluded that having an average and higher personal need for uniqueness significantly increases the effect of the scarcity cues (vs. popularity cues) on purchase intention for self-purchases. Thus, hypothesis 5 is accepted.

Table 21 *Effect of need for uniqueness on the relationship between cue type and purchase intention for different levels of need for uniqueness*

Need for uniqueness	**Effect**	**Standard Error (SE)**	**t-value**	**p-value**	**Lower 95% CI (LLCI)**	**Upper 95% CI (ULCI)**
-1.65 (M - 1 SD)	-0.37	0.48	-0.78	0.44	-1.32	0.58
0.00 (M)	0.75	0.34	2.22	0.03	0.07	1.42
1.65 (M + 1 SD)	1.86	0.48	3.90	0.00	0.91	2.82

4.8 Hypothesis 6

H6. For other-purchases, the degree of self-other overlap moderates the effect of cue type on purchase intentions, such that popularity cues (vs. scarcity cues) lead to increased purchase intentions only when self-other overlap is low.

The Hayes PROCESS model 1 (Hayes, 2013) moderation analysis only considers other-purchases, with purchase intention as the dependent variable and cue type as the independent variable, where cue type= 0 for the popularity cue and cue type= 1 for the scarcity cue. The moderator is self-other overlap, and the sample contains 70 observations for other-purchases. Note that for other-purchases, we found that popularity cues (vs. scarcity cues) significantly increase purchase intention (hypothesis 3). In the model, cue type = 0 for popularity cues and cue type = 1 for scarcity cues, indicating the effect of scarcity (vs. popularity) cues. As hypothesis 6 is about other-purchases, the opposite order is considered, namely how popularity (vs. scarcity) cues influence purchase intention. Thus, the result should be interpreted in the opposite: a positive coefficient means that the corresponding level of self-other overlap decreases the effect of popularity cues (vs. scarcity cues), and a negative coefficient means the level of self-other overlap increases the effect of popularity cues (vs. scarcity cues).

The interaction effect of cue type and self-other overlap is B = 0.56 with p-value = .04**, which is significant at a 5% significance level. Thus, the degree of self-other overlap moderates the relationship between cue type and purchase intention. (Table 22)

Table 22 *Effect of self-other overlap on the relationship between cue type and purchase intention*

Variable	**Coefficient (coeff)**	**Standard Error (SE)**	**t-value**	**p-value**	**Lower 95% CI (LLCI)**	**Upper 95% CI (ULCI)**
Constant	4.32	0.19	22.36	0.00	3.94	4.71
CueType	-0.76	0.39	-1.96	0.05	-1.53	0.02
SOO	0.15	0.13	1.16	0.25	-0.11	0.41
Interaction	0.56	0.26	2.15	0.04	0.04	1.07

To assess how the level of self-other overlap influences the effect of cue type on purchase intention, the results of a low level (1 SD below the mean), average level (mean) and high level (1 SD above the mean) are compared in table 23. The conditional effects of cue type on purchase intention, meaning the effect when keeping the self-other overlap fixed at a specific mean level, show the following result. At a low level of self-other overlap, namely 1 SD below the mean, the effect of cue type is B= -1.60 with a p-value=.00***, thus negative and significant at a 1% significance level. This negative coefficient means that low self-other overlap increases the effect of popularity cues (vs. scarcity cues), which aligns with hypothesis 6. The conditional effects of cue type at the mean and high levels (1 SD above the mean) are B = -0.76 with a p-value=.05 and B=0.09 with a p-value=.87, thus, both are not significant.

These results align with hypothesis 6, and it can be concluded that a low level of self-other overlap significantly increases the effect of popularity (vs. scarcity) cues on purchase intention. Thus, hypothesis 6 is accepted.

Table 23 *Effect of self-other overlap on the relationship between cue type and purchase intention for different levels of self-other overlap*

Self-other overlap	**Effect**	**Standard Error (SE)**	**t-value**	**p-value**	**Lower 95% CI (LLCI)**	**Upper 95% CI (ULCI)**
-1.52 (M - 1 SD)	-1.60	0.56	-2.88	0.01	-2.72	-0.49
0.00 (M)	-0.76	0.39	-1.96	0.05	-1.53	-0.02
1.52 (M + 1 SD)	0.09	0.55	0.17	0.87	-1.00	1.18

4.9 Summary of Key Findings

Table 7 *Summary of Key Findings*

Hypothesis	**Result**
H1. For self-purchases, scarcity (vs. popularity) cues lead to increased purchase intentions.	Accepted
H2. For self-purchases, the serial mediation effect of perceived product uniqueness and perceived product value explains the positive impact of scarcity (vs. popularity) cues on purchase intentions.	Rejected
H3. For other-purchases, popularity (vs. scarcity) cues lead to increased purchase intentions.	Accepted (10% significance)
H4. For other-purchases, the serial mediation effect of perceived consumption risk and perceived product value explains the positive impact of popularity (vs. scarcity) cues on purchase intentions.	Accepted (10% significance)
H5. For self-purchases, the degree of need for uniqueness moderates the effect of cue type on purchase intention such that scarcity cues (vs popularity cues) increase purchase intention only when need for uniqueness is high.	Accepted
H6. For other-purchases, the degree of self-other overlap moderates the effect of cue type on purchase intentions, such that popularity cues (vs. scarcity cues) lead to increased purchase intentions only when self-other overlap is low.	Accepted

5 Conclusion & Recommendations

This chapter begins by outlining the key findings from both the literature study and the results of the empirical research. Following this, the central research question is in the conclusions section. Furthermore, this chapter also discusses any limitations of the research. Finally, it concludes with managerial recommendations and recommendations for future researchers, as well as personal reflections on the thesis journey.

5.1 Key Findings Literature

A lot of research has been done on scarcity cues and consumer behaviour. While there is also some work on popularity cues, it is somewhat less extensive. However, studies comparing these cue types, particularly for different consumption targets, are even more limited.

The literature study found that purchase intention serves as an effective measure of consumers' likelihood to buy a product. Purchase intention is highly correlated with actual purchase behavior and acts as an antecedent to purchasing.

Scarcity-based promotions are marketing strategies that emphasise a product's limited availability to create a sense of urgency and exclusivity. The signalling theory presumes that luxury limited-edition products signal high quality and value to consumers because brands make credible commitments by producing a limited number of items (Stock & Balachander, 2005). These products signal the consumer's uniqueness, exclusivity, and social status (Eisend, 2008; Gierl & Huettl, 2010). Thus, it is expected that scarcity cues positively influence purchase intention.

Popularity-based promotions are marketing strategies that show the popularity of a particular product in terms of the number of times it has been purchased. This type of marketing relies on social proof to enhance product attractiveness. (Goldstein, Cialdini, and Griskevicius, 2008; Griskevicius et al., 2009). By describing a product as a bestseller, these promotions provide social validation and reduce perceived risk, which increases purchase intentions. (Aggarwal, Jun, and Huh 2011) The literature indicates that these popularity cues work effectively because the buying behaviors of others influence consumers.

In the literature review, it is found that the consumption target, whether a purchase is for oneself or a gift for someone else, influences the effect of scarcity and popularity cues on purchase intentions. (Wu & Lee, 2016) Two essential drivers for consumer behaviour are perceived product uniqueness and consumption risk. For self-purchases, the need for uniqueness plays a critical role. Scarcity cues, which are found to enhance perceived product uniqueness, are more effective in increasing purchase intentions for self-purchases. That is why scarcity cues are found to increase purchase intentions more compared to popularity cues for self-purchases. However, for other-purchases, perceived consumption risk becomes more important. Popularity cues reduce this consumption risk for the buyer through social validation, thus increasing purchase intentions for other-purchases. That is why, contrary to self-

purchases, popularity cues are found to increase purchase intentions more compared to scarcity cues for self-purchases. (Wu and Lee, 2016)

The literature review also explains the moderating effects of personal need for uniqueness and self-other overlap. In a research setting different from Wu and Lee (2016), it is found that consumers with a high need for uniqueness respond more to scarcity cues, amplifying their purchase intentions for limited edition products. (Shin, Eastman, and Mothersbaugh, 2017) In the context of other-purchases, the degree of self-other overlap influences the effectiveness of popularity cues. When self-other overlap is low, popularity cues are more effective in increasing purchase intentions due to reduced consumption risk.

Overall, the literature review provides a solid theoretical foundation for understanding how scarcity and popularity cues influence purchase intentions and the underlying processes as to how the consumption target can influence these effects due to perceived consumption risk and product uniqueness. It furthermore explains the importance of individual differences in the need for uniqueness and self-other overlap, all leading to the hypotheses of this study.

5.2 Key Findings Research

The empirical research tested six hypotheses related to the impact of cue type (scarcity vs. popularity) on purchase intentions among sneaker consumers in the Netherlands. These results are based on a sample of 162 respondents who purchase sneakers at least once a year. The participants were randomly assigned to one of four experimental conditions: limited edition for self-purchase, limited edition for other-purchase, bestseller for self-purchase, and bestseller for other-purchase.

The first hypothesis states that scarcity cues (limited edition) increase purchase intention compared to popularity cues (bestseller) for self-purchases. The results showed that the mean of purchase intention for scarcity cues was higher than for popularity cues. The independent t-test confirmed a significant difference between the two means of purchase intention. Thus, in line with hypothesis 1, for self-purchases, scarcity (vs. popularity) cues lead to increased purchase intention and hypothesis 1 is accepted.

The second hypothesis states that the positive impact of scarcity cues on purchase intentions for self-purchases would be mediated by perceived product uniqueness and perceived product value. The results show that while perceived product uniqueness significantly mediates the relationship between cue type and purchase intentions positively, the hypothesised serial mediation through perceived product uniqueness and perceived product value is insignificant. Therefore, hypothesis 2 is rejected.

The third hypothesis states that popularity (bestseller) cues lead to higher purchase intentions for other purchases compared to scarcity cues (limited edition). The results showed that the mean of purchase intention for popularity cues was higher than for scarcity cues. The independent t-test confirmed a marginally significant difference between the two means of purchase intention. Thus, in

line with hypothesis 3, for other-purchases, popularity (vs. scarcity) cues lead to increased purchase intention, and hypothesis 3 is accepted.

The fourth hypothesis states that the positive impact of popularity cues on purchase intentions for other-purchases would be mediated by perceived consumption risk and perceived product value. The results show that the serial mediation effect through perceived consumption risk and perceived product value is marginally significant. Thus, hypothesis 4 is accepted.

The fifth hypothesis states that the need for uniqueness would moderate the effect of cue type on purchase intentions for self-purchases, with scarcity cues increasing purchase intentions more compared to popularity cues, only when the need for uniqueness is high. The moderation analysis showed a significant interaction effect, confirming that the need for uniqueness moderates the main effect. Based on the results for specifically different levels of need for uniqueness, it can be concluded that having a low need for uniqueness does not have a significant effect. However, in line with hypothesis 5, an average and higher personal need for uniqueness significantly increases the effect of the scarcity cues (vs. popularity cues) on self-purchase purchase intention. Thus, hypothesis 5 is accepted.

Finally, the sixth hypothesis states that self-other overlap moderates the effect of cue type on purchase intentions for other-purchases, with popularity cues as compared to scarcity cues, increasing purchase intentions only when self-other overlap is low. The moderation analysis showed a significant interaction effect, confirming that self-other overlap moderates the effect of cue type on purchase intention. Based on the results for specifically different levels of self-other overlap, it can be concluded that having average or high self-other overlap does not have a significant effect. However, in line with hypothesis 6, a low self-other overlap significantly increases the effect of the popularity cues (vs. scarcity cues) on purchase intention for other-purchases. Thus, hypothesis 6 is accepted.

In summary, the empirical research confirmed the majority of the hypotheses, demonstrating that the consumption target is an important influencer of the effects of scarcity and popularity cues on purchase intentions due to the differential psychological processes of self-purchases and other-purchases. The effects of cue type on purchase intention are mediated by perceived product uniqueness for self-purchases and mediated by consumption risk and perceived product value for other-purchases. Furthermore, the effects of cue type on purchase intention are moderated by individual differences in personal need for uniqueness for self-purchases and by degree of self-other overlap for other purchases.

5.3 Conclusion

This study investigates the effects of scarcity and popularity cues on consumers' purchase intentions depending on the consumption target in the Netherlands, particularly in the context of sneakers. It focuses on the mediators perceived product uniqueness, perceived consumption risk, and perceived value, as well as the moderator's personal need for uniqueness and self-other overlap.

The central research question, as stated in Chapter 1, is as follows:

How do scarcity (limited edition) and popularity (bestseller) cues influence the purchase intentions of consumers in the Netherlands differently when purchasing sneakers for oneself versus as a gift for others?

To answer this research question, an online survey was conducted with a sample of 162 sneaker consumers in the Netherlands. The survey used a 2 × 2 between-subjects experimental design, assigning participants to one of four conditions: limited edition for self-purchase, limited edition for other-purchase, bestseller for self-purchase, and bestseller for other-purchase. Various statistical analyses, including independent t-tests, mediation, and moderation analyses, were performed using Stata and SPSS software.

In the experimental research of this thesis, a clear answer to the main research question is found. Depending on the consumption target, namely, if a consumer is purchasing sneakers for oneself or purchasing sneakers as a gift for a friend, the effect of scarcity (limited edition) and popularity (bestseller) cues on purchase intention has a different relative performance. For self-purchases, scarcity (limited edition) cues increase purchase intentions more than popularity (bestseller) cues. Opposite to this result, for other-purchases, popularity (bestseller) cues increase purchase intentions more than scarcity (limited edition) cues. These results are in line with the hypotheses formulated in the theoretical framework. From this finding, it follows that depending on the consumption target of the consumer, a different cue type is the better option in marketing strategies. When consumers are looking to buy for themselves, scarcity cues are proven to be more effective in raising their purchase intention. When buying for someone else, popularity cues are proven more effective. This is a valuable insight for marketers who can choose which cue types to use in their marketing strategies. Especially in the online retail sector, where tailored advertisements can be used, this knowledge of consumer behaviour can be used to the general advantage of marketers and businesses.

Furthermore, this research proceeds to shed light on the reason why scarcity (vs. popularity) cues increase purchase intention more for self-purchases, while popularity (vs. scarcity) cues increase purchase intention more for other-purchases. This is done by analysing mediation effects, which show that for self-purchases, perceived product uniqueness mediates the effect of scarcity (vs. popularity cues) on purchase intention, while for other-purchases, perceived consumption risk and perceived product value mediate the effect of popularity (vs. scarcity) cues on purchase intention. From these results, it can be concluded that in line with the discussed theory, scarcity-based promotions, compared to popularity-based ones, are more successful in increasing feelings of uniqueness and distinctiveness and thus increase purchase intention.

For other-purchases, such scarcity cues indicate a risk that the person receiving the gift might not like it because of a deviation from what is common. Popularity cues, on the other hand, indicate that

the product is liked by others and provides social validation. This reduces perceived consumption risk by providing social validation, lowering the consumption risk, and making the product more attractive to purchase.

Finally, this research also analyses the moderation effects of personal need for uniqueness and self-other overlap. Results of the first moderation analysis show that for self-purchases, the personal need for uniqueness moderates the effect of cue type on purchase intention, such that scarcity cues (vs popularity cues) increase purchase intention only when the need for uniqueness is average or high. This shows that the need for uniqueness is not homogenous among consumers and that the differences in personal need for uniqueness influence consumers' sensitivity to scarcity cues compared to popularity cues.

Results of the second moderation analysis show that for other-purchases, the degree of self-other overlap moderates the effect of cue type on purchase intentions, such that popularity cues (vs. scarcity cues) lead to increased purchase intentions only when self-other overlap is low. This shows that when consumers do not consider their relationship with the friend in mind for who they are buying a gift as close and have similar identities, the relative effect of popularity (vs. scarcity cues) on purchase intention diminishes. These additional moderation effects suggest that individual differences significantly impact how consumers respond to marketing cues.

5.4 Research Limitations

This study's use of convenience sampling and informal distribution channels has limitations on the generalisability of the findings to a larger population. Firstly, the sample consists of 162 respondents, which is not enough for a representative sample of the population in the Netherlands. The age distribution of the sample is also skewed, with a higher share of younger respondents than the population in the Netherlands. Additionally, the sample has a higher share of respondents with either a bachelor's, master's or doctorate degree (61,15%), which does not reflect the national average of 33,40% of the Netherlands. (Statista, 2024) Secondly, the conclusions of this study in the sneaker market may be generalisable to other markets, but it cannot be known to what extent it is. Therefore, the unknown validity of these results in other markets is also a research limitation.

Additionally, the context of this study is online retail, not a physical store, so the findings might differ for purchase behaviour in physical stores. Thirdly, the study relied on product descriptions instead of actual products, which might not fully capture consumer behaviour in real life. Lastly responses may have been influenced by assumptions about the product's cost, which could have affected the perceived value and purchase intentions, especially for limited edition items, of which respondents could have thought it too expensive.

5.5 Recommendation for Future Research

For future research, I recommended that the limitations of this study are addressed to find more robust effects of scarcity and popularity cues on consumer behaviour. Increasing the sample size and increasing its diversity in age groups and education levels is necessary to improve the generalizability of the findings. Additionally, a field experiment instead of an online survey is recommended, as this provides more realistic insights into consumer behaviour, because participants then interact with actual products rather than descriptions. The research could also be extended to include other fashion items instead of sneakers, which will broaden the understanding of how these marketing strategies influence purchase intentions in different product categories. If similar results are found, this increases the generalizability of these findings. Furthermore, controlling for price-levels in future studies would help improve the robustness of the effects of scarcity and popularity cues on purchase intentions. This would need a larger split in different additional conditions of the survey, which was not realistic for this study due to time and sample constraints. Finally, replicating this study in other countries would offer a broader perspective. This would enhance the robustness of the findings and for global marketing strategies.

5.6 Managerial Recommendation

The results suggest that managers and marketers in the B2C sectors can increase the effectiveness of their strategies by tailoring marketing messages to emphasise either scarcity or popularity, depending on the potential consumer's consumption target. The following concrete strategies are specifically beneficial.

Firstly, to optimise marketing strategies, online businesses should smartly use gathered online customer information and create profiles based on consumption targets and the extent of consumers' need for uniqueness. Besides regular data collection methods used by online companies on their websites and from larger databases, companies can expand this data collection with small surveys and monitoring of purchase history to determine customers' personal need for uniqueness. This approach based enables businesses to tailor their marketing messages effectively.

Secondly, when, based on the consumer profile, consumers intend to purchase products for themselves, I advise marketers to specifically highlight the product's exclusivity in promotional campaigns and emphasise that the product is a limited edition in the product description on the webpage. Emphasising that the product is a limited edition can significantly boost purchase intentions among these consumers. This is especially the case for consumers with a high need for uniqueness, not for people who do not want to stand out. So, when data on purchasing history suggests that the potential consumer has a high need for uniqueness profile, this strategy is especially recommended.

Thirdly, when consumers intend to purchase products for others, I advise marketers to promote products as bestsellers, as this can significantly increase consumers' purchase intentions when buying gifts for others. Convincing consumers of the product's likeability and widespread acceptance reassures gift buyers of their choice. Based on the results of this research, it is advisable, for example, that during

the holiday season or when selling products mostly bought by consumers as a gift, the product's popularity should be promoted more than exclusivity. This is especially the case for gifts purchased for people with whom consumers are less close and different in their identity, which is the case when self-other overlap is low.

Lastly, I advise the management of businesses that sell products mainly bought for self-purchases to manufacture or offer limited-edition products in their product offers. Many companies never launch limited edition products, while this can boost sales. This research shows scarcity cues are more effective for self-purchases than popularity cues, so in self-purchase dominant market sectors, it is suboptimal only to offer a wide range of products and promote these as being great and loved by many people (best seller cue), as limited-edition products are proven to enhance purchase intention more. Managers should, therefore, critically assess if they are optimally using the potential of limited-edition products in their product launches, and if they do not already do so, make sure to launch a limited-edition product occasionally.

In conclusion, businesses should leverage consumer data to develop personalised marketing campaigns. By understanding individual differences, such as the need for uniqueness and self-other overlap, I advise marketers to use different messages in line with triggering the different psychological processes behind scarcity and popularity cues described above.

5.7 Reflection

Writing this thesis has been a valuable learning experience. I have improved my ability to find and quickly evaluate academic articles. My writing skills have also improved, especially in structuring and explaining ideas and relationships, all the way from the literature review through the survey building and interpretation of results to the conclusion. This was especially challenging given the 2x2 research design of the study. I have also developed my skills of analysing data using both the statistical software's Stata and SPSS. This writing process has increased my appreciation for academic research and prepared me for further independent research in my master's studies. The thesis journey has also taught me resilience and the importance of working hard in research. It has finally strengthened my ability to think critically and to solve problems.

Appendix

Appendix A- References

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Appendix B – Tables and Figures

Table 2 *Distribution of respondents per condition*

Condition	Frequency	Percent
1	33	23.74%
2	36	25.90%
3	35	25.18%
4	35	25.18%
Total	**139**	**100.00%**

Table 3 *Age Group Distribution*

Age Group	Percentage
18-22	25,90%
22-27	10,07%
28-34	28.06%
35-44	14,39%
45-54	5,04%
55-64	0,72%
65 or older	15,83 %

Table 4 *Education Groups Distribution*

Age Group	Percentage
High school graduate	17,27%
Some college (1–4 years, no degree)	21,58%
Bachelor's degree	40,29%
Master's degree	19,42%
Professional or doctorate degree	1,44%

Table 5 *Condition 1: Consumption Target Self - Limited Edition*

Variable	Observations (Obs)	Mean	Std. Dev.	Min	Max
PI_avg	33	4,07	1,58	2,00	7,00
PU_avg	33	4,55	1,44	1,50	7,00
NFU_avg	33	3,98	1,68	1,00	7,00
PV	33	4,97	1,67	1,00	7,00

Table 6 *Condition 2: Consumption Target Self - Bestseller*

Variable	***Observations***	***Mean***	***Std.Dev.***	***Min***	***Max***
PI_avg	36	3,33	1,39	1,00	5,33
PU_avg	36	2,65	1,32	1,00	5,50
NFU_avg	36	4,13	1,64	1.50	7,00
PV	36	3,67	1,53	1,00	6,00

Table 7 *Condition 3: Consumption Target Other - Limited Edition*

Variable	**Observations**	**Mean**	**Std. Dev.**	**Min**	**Max**
PI_avg	*35*	*4,01*	*1,73*	*1,00*	*6,00*
PV	35	5,40	1,47	1,00	7,00
CR	35	4,34	1,73	1,00	7,00
SOO	35	5,40	1,39	2,00	7,00

Table 8 *Condition 4: Consumption Target Other – Bestseller*

Variable	**Observations**	**Mean**	**Std. Dev.**	**Min**	**Max**
PI_avg	*35*	*4,72*	*1,56*	*1,00*	*7,00*
PV	35	5,17	1,38	2,00	7,00
CR	35	3,49	1,95	1,00	7,00
SOO	35	5,06	1,64	1,00	7,00

Table 9 *Independent t-test for self-purchases*

Group: **Self-Purchase**	**Obs**	**Mean**	**Std. Err.**	**Std. Dev.**	**[95% Conf. Interval]**
Bestseller = 0	36	33.333	0.2323	13.939	2.8617 - 3.8049
Limited Edition =1	33	40.707	0.2751	15.806	3.5102 - 4.6312
Combined	69	36.860	0.1831	15.210	3.3206 - 4.0514
Difference		-0.7374	0.3581		-1.4522 - -0.0226
Degrees of Freedom					67
t-test					**t = -2.0590, p = 0.0434****

Table 10 *Independent t-test for other-purchases*

Group: **Other-Purchase**	**Obs**	**Mean**	**Std. Err.**	**Std. Dev.**	**[95% Conf. Interval]**
Bestseller = 0	35	47.238	0.2630	15.561	4.1893 - 5.2584
Limited Edition = 1	35	40.190	0.2924	17.301	3.4248 - 4.6133
Combined	70	43.714	0.1998	16.715	3.9729 - 4.7700
Difference		0.7048	0.3933		-0.0801 - 1.4896
Degrees of Freedom					68
t-test					**t = 1.7918, p = 0.0776***

Table 11 *Total Effect of cue type on purchase intention*

Effect	**SE**	**t**	**p**
0.74	0.36	2.06	0.04**

Table 12 *Direct Effects of cue type on purchase intention*

Effect	**SE**	**t**	**p**
-0.24	0.39	-0.61	0.55

Table 13 *Indirect Effects of cue type on purchase intention*

Indirect Effect	**Effect**	**BootSE**	**BootLLCI**	**BootULCI**
1	0.85	0.32	0.27	1.52
2	0.02	0.09	-0.09	0.27
3	0.11	0.15	-0.16	0.45

Table 14 *Indirect Effect Paths*

Indirect Effect	**Path**
1	Cue Type -> Perceived Product Uniqueness -> Purchase Intention
2	Cue Type -> Perceived Product Value -> Purchase Intention
3	Cue Type -> Perceived Product Uniqueness -> Perceived Product Value -> Purchase Intention

Table 15 *Total Effect of cue type on purchase intention*

Effect	SE	t-value	p-value	LLCI	ULCI	c_ps
-0.70	0.39	-1.79	0.0776	-1.49	0.08	-0.42

Table 16 *Direct Effects of cue type on purchase intention*

Effect	SE	t-value	p-value	LLCI	ULCI	c'_ps
-0.46	0.34	-1.36	0.1777	-1.13	0.21	-0.27

Table 17 *Indirect Effects of cue type on purchase intention 95% Bootstrap*

Indirect Effect	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-0.25	0.27	-0.82	0.24
1	-0.32	0.21	-0.81	0.00
2	0.15	0.13	-0.08	0.42
3	-0.07	0.05	-0.18	0.00

Table 18 *Indirect Effect Paths*

Indirect Effect	Path
1	Cue Type -> Consumption Risk -> Purchase Intention
2	Cue Type -> Perceived Product Value -> Purchase Intention
3	Cue Type -> Consumption Risk -> Perceived Product Value -> Purchase Intention

Table 19 *Indirect Effects of cue type on purchase intention 90% Bootstrap*

Indirect Effect	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-0.25	0.26	-0.71	0.16
1	-0.32	0.21	-0.71	-0.03
2	0.15	0.13	-0.04	0.37
3	-0.07	0.05	-0.16	-0.00

Table 20 *Effect of personal need for uniqueness on the relationship between cue type and purchase intention*

Variable	**Coefficient**	**Standard Error (SE)**	**t-value**	**p-value**	**Lower 95% CI (LLCI)**	**Upper 95% CI (ULCI)**
Constant	3.71	0.17	22.08	0.00	3.37	4.05
Cue Type	0.75	0.34	2.22	0.03	0.07	1.42
NFU	0.03	0.10	0.34	0.73	-0.17	0.24
Interaction	0.68	0.20	3.30	0.00	0.27	1.09

Table 21 *Effect of personal need for uniqueness on the relationship between cue type and purchase intention for different levels of need for uniqueness*

Need for uniqueness	**Effect**	**Standard Error (SE)**	**t-value**	**p-value**	**Lower 95% CI (LLCI)**	**Upper 95% CI (ULCI)**
-1.65 (M - 1 SD)	-0.37	0.48	-0.78	0.44	-1.32	0.58
0.00 (M)	0.75	0.34	2.22	0.03	0.07	1.42
1.65 (M + 1 SD)	1.86	0.48	3.90	0.00	0.91	2.82

Table 22 *Effect of self- other overlap on the relationship between cue type and purchase intention*

Variable	**Coefficient (coeff)**	**Standard Error (SE)**	**t-value**	**p-value**	**Lower 95% CI (LLCI)**	**Upper 95% CI (ULCI)**
Constant	4.32	0.19	22.36	0.00	3.94	4.71
CueType	-0.76	0.39	-1.96	0.05	-1.53	0.02
SOO	0.15	0.13	1.16	0.25	-0.11	0.41
Interaction	0.56	0.26	2.15	0.04	0.04	1.07

Table 23 *Effect of self-other overlap on the relationship between cue type and purchase intention for different levels of self-other overlap*

Self-other overlap	**Effect**	**Standard Error (SE)**	**t-value**	**p-value**	**Lower 95% CI (LLCI)**	**Upper 95% CI (ULCI)**
-1.52 (M - 1 SD)	-1.60	0.56	-2.88	0.01	-2.72	-0.49
0.00 (M)	-0.76	0.39	-1.96	0.05	-1.53	-0.02
1.52 (M + 1 SD)	0.09	0.55	0.17	0.87	-1.00	1.18

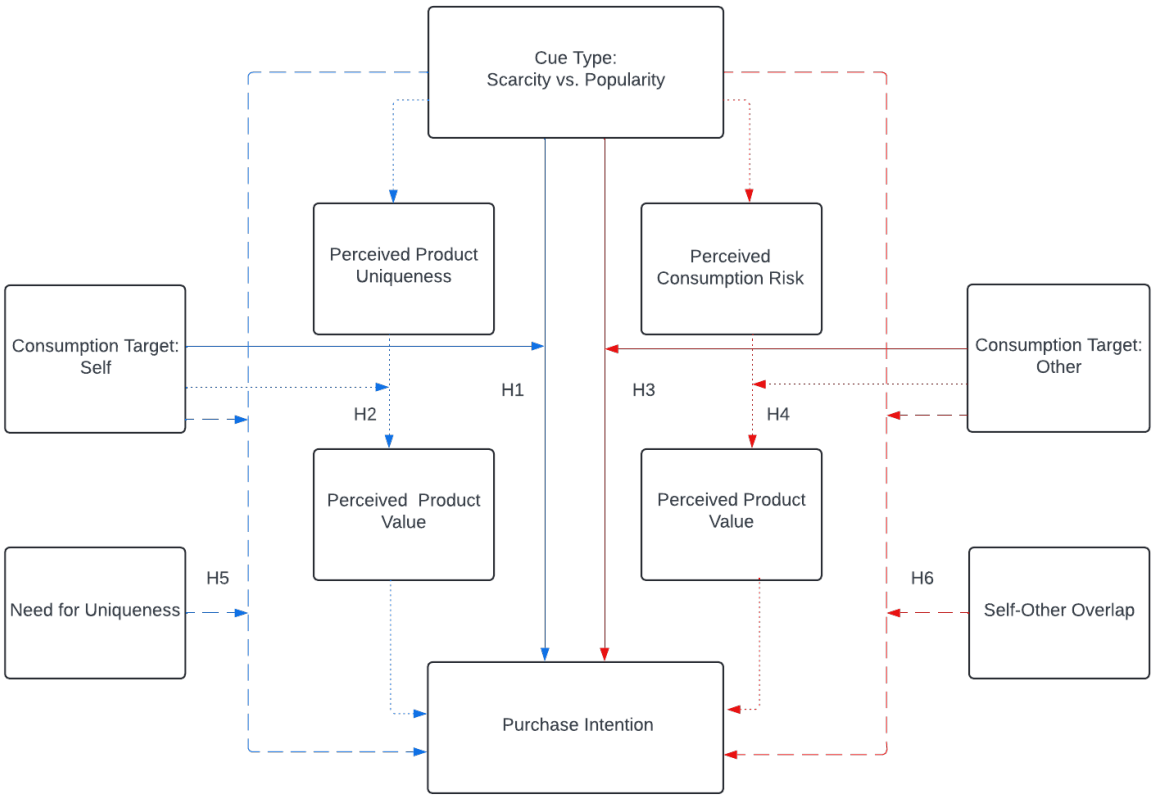

Figure 1: Conceptual Model

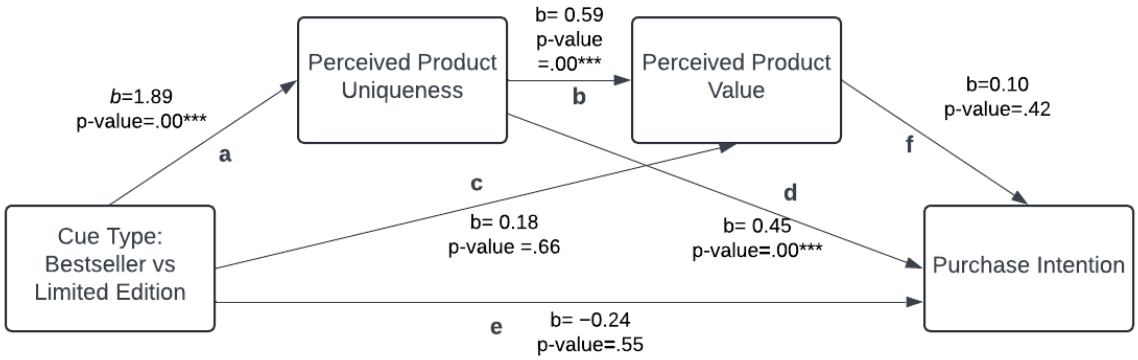

Figure 2: Direct of effects of Hayes Model 6 for Hypothesis 2

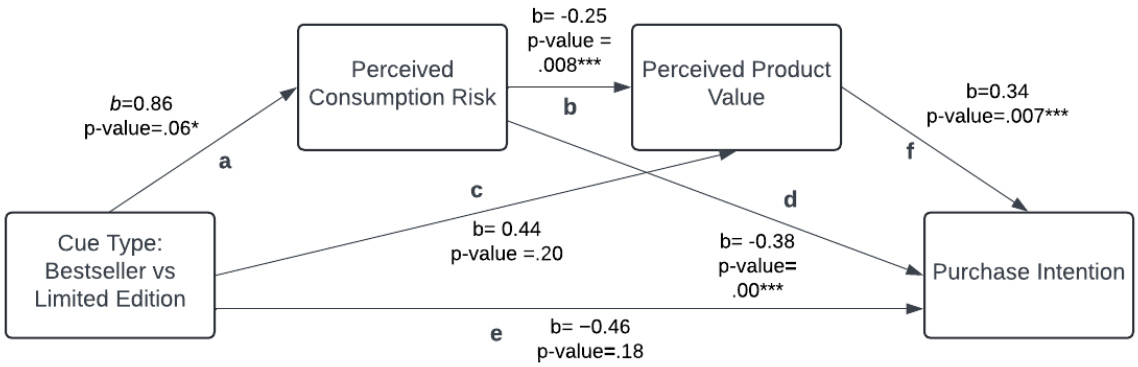

Figure 3: Direct of effects of Hayes Model 6 for Hypothesis 4

Appendix C - Survey Questions

Survey Flow

Block: intro-consent (2 Questions)
Standard: familiarity with sneakers (2 Questions)
Standard: Demographics (3 Questions)

BlockRandomizer: 1 - Evenly Present Elements

Standard: Condition 1: Limited edition - self (7 Questions)
Standard: Condition 2: Bestseller - self (7 Questions)
Standard: Condition 3: Limited edition - other (8 Questions)
Standard: Condition 4: Bestseller - other (8 Questions)

EndSurvey:

Page Break

Start of Block: intro-consent

Introduction consent Dear Participant,

This survey is about consumer behavior regarding sneakers. It will take approximately 3-4 minutes to complete. Your participation is entirely voluntary, and you can withdraw at any time. There are no right or wrong answers; we are simply interested in your thoughts and opinions. All data collected will remain confidential and anonymous. If you have any questions or want to know more about my research, please contact me at 535549tl@eur.nl.

Your participation is highly appreciated. Thank you very much!

P.S.: This survey contains credits to get free survey responses at SurveyCircle & Surveyswap.io.

*

By clicking on the button "I agree to participate in this study" I declare the following:
· I am 18 years old or older.
· I read and understood the information about the research study.
· I consent to the participation in the project and usage of my data.
· I reserve the right to stop the experiment at any time

○ I agree to participate in this study (1)

○ I do not agree to participate in this study (2)

Skip To: End of Survey If By clicking on the button "I agree to participate in this study" I declare the following: · I am... = I do not agree to participate in this study

End of Block: intro-consent

Start of Block: familiarity with sneakers

Page Break

Familiarity sneakers How often do you buy sneakers?

- ○ Never (1)
- ○ Once a year (2)
- ○ Twice a year (6)
- ○ Once every 3 months (3)
- ○ Once every month (4)
- ○ Other: (5) _____

Skip To: End of Survey If How often do you buy sneakers? = Never

sneaker fanatic Would you consider yourself a sneaker fanatic?

- ○ Not at all (1)
- ○ Somewhat (2)
- ○ Definitely (3)

End of Block: familiarity with sneakers

Start of Block: Demographics

To which age group do you pertain?

- ○ 18 - 22 (1)
- ○ 23-27 (7)
- ○ 28 - 34 (2)
- ○ 35 - 44 (3)
- ○ 45 - 54 (4)
- ○ 55 - 64 (5)
- ○ 65 or older (6)

Gender What gender do you identify as?

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary / third gender (3)
- ○ Prefer not to say (4)

Education What your highest level of obtained education?

- ○ High school graduate (1)
- ○ Some college (1–4 years, no degree) (2)
- ○ Bachelor's degree (3)
- ○ Master's degree (4)
- ○ Professional or doctorate degree (5)

End of Block: Demographics

Start of Block: Condition 1: Limited edition - self

Product Description Imagine you want to purchase sneakers **for yourself** and when you are browsing online, you read the following description:

This **exclusive** sneaker is a **limited-edition** release. It features a **unique** design and special colour ways that are not available in regular models. This **limited-edition sneaker** embodies exclusivity. Owning this pair means you will stand out with a **rare** and highly sought-after item that only few people possess.

Purchase intention How likely would you buy these limited-edition sneakers?

- ○ Very unlikely (1)
- ○ Unlikely (2)
- ○ Somewhat unlikely (3)
- ○ Neither likely nor unlikely (4)
- ○ Somewhat likely (5)
- ○ Likely (6)
- ○ Very likely (7)

Purchase intention How inclined are you to buy these limited-edition sneakers?

- ○ Very uninclined (1)
- ○ Uninclined (2)
- ○ Somewhat uninclined (3)
- ○ Neither inclined nor uninclined (4)
- ○ Somewhat inclined (5)
- ○ Inclined (6)
- ○ Very inclined (7)

Purchase intention How willing are you to buy these limited-edition sneakers?

- ○ Very unwilling (1)
- ○ Unwilling (2)
- ○ Somewhat Unwilling (3)
- ○ Neither willing nor unwilling (4)
- ○ Somewhat willing (5)
- ○ Willing (6)
- ○ Very willing (7)

Perceived Uniqueness Below you will find some statements. Please indicate to what extent you agree or disagree with them.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I perceive these sneakers as reflecting uniqueness. (1)	○	○	○	○	○	○	○
Owning these sneakers would make me feel unique. (2)	○	○	○	○	○	○	○

Perceived Value How valuable do you think the limited-edition sneakers are?

- ○ Not valuable at all (1)
- ○ Not valuable (2)
- ○ Somewhat not valuable (3)
- ○ Neither valuable nor not valuable (4)
- ○ Somewhat valuable (5)
- ○ Valuable (6)
- ○ Very valuable (7)

Need for uniqueness Below you will find some statements. Please indicate to what extent you agree or disagree with them.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
When a product I own becomes popular among the general population, I begin to use it less. (1)	○	○	○	○	○	○	○
I often try to avoid products or brands that I know are brought by the general population. (2)	○	○	○	○	○	○	○
As a rule, I dislike products or brands that are customarily bought by everyone. (3)	○	○	○	○	○	○	○
The more commonplace a product or brand is among the general population, the less interested I am in buying it. (4)	○	○	○	○	○	○	○

End of Block: Condition 1: Limited edition - self

Start of Block: Condition 2: Bestseller - self

Product desciptionBS Imagine you want to purchase sneakers **for yourself** and when you are browsing online, you read the following description:

This **sneaker** is a **bestseller**, **loved** by **thousands of customers** around the world. Renowned for its timeless design, comfort, and durability, this sneaker has become an iconic **staple** in the **sneaker world**. This model is celebrated for its versatility, making it a **favourite of many people**. Owning this pair means you are part of a large community of **satisfied fans** who appreciate the classic style and its reliable performance.

---

purchase intention How likely would you buy these bestselling sneakers?

- ○ Very unlikely (1)
- ○ Unlikely (2)
- ○ Somewhat unlikely (3)
- ○ Neither likely nor unlikely (4)
- ○ Somewhat likely (5)
- ○ Likely (6)
- ○ Very likely (7)

---

purchase intention How inclined are you to buy these bestselling sneakers?

- ○ Very uninclined (1)
- ○ Uninclined (2)
- ○ Somewhat uninclined (3)
- ○ Neither inclined nor uninclined (4)
- ○ Somewhat inclined (5)
- ○ Inclined (6)
- ○ Very inclined (7)

---

purchase intention How willing are you to buy these bestselling sneakers?

- ○ Very unwilling (1)
- ○ Unwilling (2)
- ○ Somewhat Unwilling (3)
- ○ Neither willing nor unwilling (4)
- ○ Somewhat willing (5)
- ○ Willing (6)
- ○ Very willing (7)

Perceived uniqueness Below you will find some statements. Please indicate to what extent you agree or disagree with them.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I perceive these sneakers as reflecting uniqueness. (1)	○	○	○	○	○	○	○
Owning these sneakers would make me feel unique. (2)	○	○	○	○	○	○	○

Need for uniqueness Below you will find some statements. Please indicate to what extent you agree or disagree with them.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
When a product I own becomes popular among the general population, I begin to use it less. (1)	○	○	○	○	○	○	○
I often try to avoid products or brands that I know are brought by the general population. (2)	○	○	○	○	○	○	○
As a rule, I dislike products or brands that are customarily bought by everyone. (3)	○	○	○	○	○	○	○
The more commonplace a product or brand is among the general population, the less interested I am in buying it. (4)	○	○	○	○	○	○	○

Perceived value How valuable do you think these bestselling sneakers are?

- ○ Not valuable at all (1)
- ○ Not valuable (2)
- ○ Somewhat not valuable (3)
- ○ Neither valuable nor not valuable (4)
- ○ Somewhat valuable (5)
- ○ Valuable (6)
- ○ Very valuable (7)

End of Block: Condition 2: Bestseller - self

Start of Block: Condition 3: Limited edition - other

Product DesciptionLO Imagine you want to purchase a pair of sneakers as a **gift** for one of your **friends**. Clearly envision **who you are buying the gift for**.
When you are browsing online for sneakers, you read the following description:

This exclusive sneaker is a **limited-edition** release. It features a **unique** design and special colourways that are not available in regular models. The **limited-edition sneaker** embodies exclusivity. Owning this pair means **your friend** will stand out with a **rare** and highly sought-after item that only few people possess.

Purchase Intention How likely would you buy these limited-edition sneakers for your friend?

- ○ Very unlikely (1)
- ○ Unlikely (2)
- ○ Somewhat unlikely (3)
- ○ Neither likely nor unlikely (4)
- ○ Somewhat likely (5)
- ○ Likely (6)
- ○ Very likely (7)

Purchase Intention How inclined are you to buy these limited-edition sneakers for your friend?

- ○ Very uninclined (1)
- ○ Uninclined (2)
- ○ Somewhat uninclined (3)
- ○ Neither inclined nor uninclined (4)
- ○ Somewhat inclined (5)
- ○ Inclined (6)
- ○ Very inclined (7)

Purchase Intention How willing are you to buy these limited-edition sneakers for your friend?

- ○ Very unwilling (1)
- ○ Unwilling (2)
- ○ Somewhat Unwilling (3)
- ○ Neither willing nor unwilling (4)
- ○ Somewhat willing (5)
- ○ Willing (6)
- ○ Very willing (7)

Perceived Value How valuable do you think the limited-edition sneakers are?

- ○ Not valuable at all (1)
- ○ Not valuable (2)
- ○ Somewhat not valuable (3)
- ○ Neither valuable nor not valuable (4)
- ○ Somewhat valuable (5)
- ○ Valuable (6)
- ○ Very valuable (7)

Consumption risk To what extent do you perceive these limited-edition sneakers to be a risky purchase, in the sense that they may not be appreciated by the recipient?

- ○ Very risky (7)
- ○ Moderately risky (6)
- ○ Somewhat risky (5)
- ○ Neither safe nor risky (4)
- ○ Safe (2)
- ○ Somewhat safe (3)
- ○ Very safe (1)

Self-other overlap This question is about overlap with the friend you considered buying the bestselling sneakers for.
No overlap (1) means you and your friend **do not** have a **close relationship** and **almost complete overlap (7)** means you and your friend have an **extremely close relationship.**

Self-other overlap Among the following seven pictures, which one best describes your relationship with the friend?

- 1. No overlap (1)
- 2. Slight overlap (2)
- 3. Some overlap (3)
- 4. Moderate overlap (4)
- 5. Significant overlap (5)
- 6. Substantial overlap (6)
- 7. Almost complete overlap (7)

End of Block: Condition 3: Limited edition - other

Start of Block: Condition 4: Bestseller - other

Description B-O Imagine you want to purchase a pair of **sneakers** as a **gift for one of your friends**. Clearly envision **who you are buying the gift for.**
When you are browsing online for sneakers, you read the following description:

This sneaker is a **bestseller**, loved by thousands of customers around the world. Renowned for its timeless design, comfort, and durability, this sneaker has become an iconic **staple** in the **sneaker world**. This model is celebrated for its versatility, making it a **favourite of many people**. Owning this pair means your friend will be part of a large community of **satisfied fans** who appreciate the classic style and its reliable performance.

Purchase Intention How likely would you buy these bestselling sneakers for your friend?

- Very unlikely (1)
- Unlikely (2)
- Somewhat unlikely (3)
- Neither likely nor unlikely (4)
- Somewhat likely (5)
- Likely (6)
- Very likely (7)

Purchase Intention How inclined are you to buy these bestselling sneakers for your friend?

- Very uninclined (1)
- Uninclined (2)
- Somewhat uninclined (3)
- Neither inclined nor uninclined (4)
- Somewhat inclined (5)
- Inclined (6)
- Very inclined (7)

Purchase Intention How willing are you to buy these bestselling sneakers for your friend?

- ○ Very unwilling (1)
- ○ Unwilling (2)
- ○ Somewhat Unwilling (3)
- ○ Neither willing nor unwilling (4)
- ○ Somewhat willing (5)
- ○ Willing (6)
- ○ Very willing (7)

Perceived Value How valuable do you think the bestselling sneakers are?

- ○ Very not valuable (1)
- ○ Not valuable (2)
- ○ Somewhat not valuable (3)
- ○ Neither valuable nor not valuable (4)
- ○ Somewhat valuable (5)
- ○ Valuable (6)
- ○ Very valuable (7)

Consumption risk To what extent do you perceive these bestselling sneakers to be a risky purchase, in the sense that they may not be appreciated by the recipient?

- ○ Very risky (7)
- ○ Moderately risky (6)
- ○ Somewhat risky (5)
- ○ Neither safe nor risky (4)
- ○ Safe (2)
- ○ Somewhat safe (3)
- ○ Very safe (1)

Self-Other overlap This question is about overlap with the friend you considered buying the bestselling sneakers for. No overlap (1) means you and your friend do not have a close relationship and almost complete overlap (7) means you and your friend have a extremely close relationship.

Self-other overlap Among the following seven pictures, which one best describes your relationship with the friend?

- ○ 1. No overlap (1)
- ○ 2. Slight overlap (2)
- ○ 3. Some overlap (3)
- ○ 4. Moderate overlap (4)
- ○ 5. Significant overlap (5)
- ○ 6. Substantial overlap (6)
- ○ 7. Almost complete overlap (7)

End of Block: Condition 4: Bestseller – other

Appendix D – Raw Organized Survey Data

Demographics and Survey Meta Data: Self Purchases

IPAddress	Progress	Durationinseconds	Finished	ResponseId	Consent	SneakerPurchaseFrequency	SneakerPurchaseFrequency_TEXT	sneakerfanatic	Age	Gender	Education
138.99.215.60	100	110	1	R_5e4OFYSaLQ0L1gs	1	3		1	7	1	2
45.8.17.83	100	229	1	R_27v3j597p0eLiit	1	3		2	3	1	2
62.163.144.248	100	515	1	R_8IYJp7zXyHGG8aH	1	2		2	1	2	2
190.104.106.156	100	546	1	R_7kpnzrVIO816yEw	1	2		2	7	2	3
190.88.7.40	100	191	1	R_6xQTAeQlGBH8kjv	1	2		1	3	2	1
190.4.177.189	100	160	1	R_3GoztK137r5xFzv	1	5	Once every two years	1	3	1	2
188.89.52.133	100	380	1	R_2NEdRvTeCh5HHTf	1	2		2	4	1	3
62.163.0.225	100	121	1	R_2fsPWlyLT5SENkR	1	2		1	3	1	1
190.112.241.240	100	548	1	R_5WGzEtwOMlIok5I	1	2		2	3	2	3
200.7.39.94	100	148	1	R_67gtPK6JQRqrGdV	1	6		1	3	1	4
80.115.232.191	100	128	1	R_20BBY3AOCk2CcZs	1	6		1	1	2	2
104.28.54.87	100	151	1	R_8ETrnmwGw2BKeZq	1	2		1	1	2	1
190.13.124.12	100	253	1	R_6n18uuMxncfe3xQ	1	5	About three times a year	2	4	1	2
80.24.216.195	100	259	1	R_2aM1WYY6W3w9X2R	1	2		2	1	2	3
138.219.142.48	100	240	1	R_3LTJWYpYofZvVGz	1	2		1	3	1	3

89.205.134.221	100	288	1	R_86o5RkRLKBUgeNV	1	4		3	3	1	1
65.208.123.100	100	356	1	R_1Tp1mFxCeZTDXJV	1	6		2	4	1	2
77.169.250.57	100	141	1	R_2w7gyufVuL35T0D	1	2		2	1	2	2
75.81.148.217	100	188	1	R_3SpQ1cWovq6UYXT	1	6		2	3	2	3
92.109.30.114	100	174	1	R_8pL4iHpE7a6STqV	1	6		1	1	2	2
190.88.126.77	100	138	1	R_3EFGaz55TkhSQvZ	1	2		2	7	2	4
89.99.6.42	100	336	1	R_8177dCoWRKpXgp8	1	6		2	3	2	3
200.26.208.130	100	169	1	R_8p9BzawLPRkwAYX	1	2		2	1	1	1
145.53.20.198	100	273	1	R_2o87Yusev3tkjCQ	1	5	Once every 3 years	1	6	2	4
104.28.30.75	100	142	1	R_2Faf0amxKyTShQR	1	6		1	3	1	4
63.245.108.124	100	126	1	R_3jFtfVdqL9ehHsB	1	6		3	3	2	3
84.241.203.206	100	131	1	R_8nGFzAhqqWIN2Nf	1	3		2	1	1	2
92.109.172.165	100	175	1	R_8eaIETIIfNuacDE	1	2		1	1	1	3
145.94.137.63	100	201	1	R_2dLTHjdPpV9LoWo	1	6		1	1	1	2
87.210.91.87	100	168	1	R_2HH5e9d7eWuI2cs	1	6		2	1	2	1
86.93.116.143	100	163	1	R_2tEwlstoaE098Oq	1	6		2	1	2	3
200.26.216.125	100	459	1	R_7kdH5DB6okUNp5W	1	2		2	4	2	2
145.5.176.19	100	117	1	R_8wFwufeZ39X9A3U	1	6		2	2	1	4

69.162.16.18	100	473	1	R_7tnwhzqv0qkBBzH	1	2		1	5	2	4
193.187.130.197	100	471	1	R_29mQCO5DPbNG6jb	1	3		2	3	1	3
190.4.186.3	100	242	1	R_1Bo9g4YXxMwPlJL	1	2		1	3	1	3
37.67.150.98	100	355	1	R_8cf5ychDCZ8kF6V	1	6		1	1	2	1
5.104.114.247	100	154	1	R_2M9AvAMLKY1pavv	1	2		2	1	2	2
213.109.116.21	100	148	1	R_2P6nVmwuqO3Z182	1	2		3	5	2	3
89.205.141.204	100	129	1	R_2fqL4NlMB9Z29IJ	1	6		2	3	1	3
87.213.131.178	100	212	1	R_27Kmzc9hAoVVJU5	1	6		1	4	1	3
190.112.228.243	100	170	1	R_3fJyOPqBV3UwQVj	1	2		2	4	2	1
190.112.253.102	100	270	1	R_3D6O1YKjdks2sBv	1	6		2	3	1	3
72.252.14.214	100	143	1	R_3DUsfJYR5wFs4TM	1	2		1	4	2	5
104.28.30.74	100	205	1	R_8P6Vkzu8rYBiKEm	1	2		1	4	2	1
200.26.214.87	100	240	1	R_53k7UrwNAlaMEkp	1	2		2	5	1	3
190.88.0.227	100	326	1	R_6OBvxP5mygh0lFn	1	6		3	3	1	3
186.159.97.47	100	191	1	R_3WOnVfXJej63s7O	1	6		2	3	2	3
172.225.253.138	100	224	1	R_8dJfSyiHbuVo7lf	1	6		1	7	1	4
92.184.116.126	100	217	1	R_2iq9JpfaDa3IRZE	1	6		1	7	1	4
89.205.225.127	100	404	1	R_8gudgft2Fvyxrro	1	2		2	1	2	2

109.36.139.138	100	171	1	R_8l9671nGuvYEWeB	1	6		2	1	2	1
84.241.194.219	100	228	1	R_2BkCObT3Wx0fNwC	1	2		1	1	2	1
190.112.241.240	100	377	1	R_3cwQnMNlyJ8DaEL	1	2		1	5	1	3
190.4.187.80	100	144	1	R_7iIqVcw8L0pENaR	1	2		2	2	2	3
190.88.66.7	100	126	1	R_5TF4cPfKXAXvA3a	1	2		2	7	2	3
98.98.26.82	100	182	1	R_19ggjRElStpdOis	1	6		1	2	1	4
65.208.123.85	100	365	1	R_6Ml7PtnfEaQ3Fap	1	2		2	5	2	3
91.236.203.53	100	173	1	R_8Du7deHlnOt2hnh	1	6		1	3	1	2
104.28.30.74	100	151	1	R_2KfBqq8xEhadbzD	1	3		3	3	1	3
190.88.97.245	100	138	1	R_3jvlOJ9fGylCjtP	1	5		2	3	2	4
200.26.214.194	100	143	1	R_1K4IFDyQyCO4OBj	1	2		1	7	2	3
190.88.107.221	100	190	1	R_7HkRi4qf1CuATv5	1	2		1	3	2	3
190.104.106.168	100	293	1	R_3UMtM8e2QjHsr73	1	4		3	3	1	4
89.205.226.130	100	219	1	R_2QMXZATgMrAOGLI	1	4		3	3	1	2
82.176.97.169	100	330	1	R_8OJi4Dni1BsadpQ	1	6		2	2	1	2
109.36.152.251	100	395	1	R_27YqFJFhF4zRMgF	1	3		3	4	1	1
84.241.197.64	100	117	1	R_2dQBtbBYWEB2sNK	1	3		2	2	2	4
89.200.42.33	100	148	1	R_8ufKEj045AG690Z	1	2		1	1	2	3

Condition 1: Self Purchase – Limited Edition

Purchaseintention1LS	Purchaseintention2LS	Purchaseintention3LS	PerceivedUniqueness1LS	PerceivedUniqueness2LS	PerceivedValueLS	Needforuniqueness_1LS	Needforuniqueness_2LS	Needforuniqueness_3LS	Needforuniqueness_4LS
5	5	5	5	3	5	6	6	6	6
2	2	2	6	5	5	3	3	2	3
7	7	6	7	7	6	1	1	1	1
5	4	5	6	2	6	3	2	4	5
5	5	5	5	2	5	6	4	4	5
6	6	6	7	7	7	5	5	5	5
3	4	3	5	3	6	2	2	2	2
3	3	3	4	3	2	4	3	4	4
4	3	5	5	6	7	5	4	4	4
2	2	2	4	2	2	4	2	2	2
3	2	2	4	1	6	6	6	6	5
6	5	5	6	6	6	3	5	3	5
3	2	2	6	5	5	2	2	2	2
5	5	5	5	3	5	6	4	4	4
4	4	5	5	4	5	2	3	3	3
3	3	3	3	5	6	1	4	4	4
3	3	3	6	6	5	3	2	2	4
2	2	2	5	3	5	3	1	1	1
5	4	6	5	5	4	6	7	7	7
5	5	6	6	5	5	6	5	5	5
3	3	3	3	3	5	2	5	3	3
2	2	2	6	6	6	2	2	5	5
2	2	2	1	2	2	5	5	4	5
5	5	5	2	3	1	2	6	6	6
5	5	6	5	6	2	6	6	6	6
2	2	2	5	5	6	6	6	2	3
3	4	4	5	5	5	2	2	2	4
6	6	5	6	6	7	7	6	2	2
7	7	7	6	7	6	7	7	7	7
5	5	5	5	2	6	5	5	2	6
4	5	5	2	2	2	5	2	2	2
7	7	7	6	6	7	6	4	3	6
3	2	3	5	2	6	1	3	1	2

Condition 2: Self Purchase – Bestseller

purchaseintention1BS	purchaseintention2BS	purchaseintention3BS	Perceiveduniqueness1BS	Perceiveduniqueness2BS	Needforuniqueness_1BS	Needforuniqueness_2BS	Needforuniqueness_3BS	Needforuniqueness_4BS	PerceivedvalueBS
2	2	2	6	1	2	2	3	3	4
3	4	3	2	2	6	5	4	5	5
5	5	4	4	3	2	3	2	3	5
2	2	2	2	2	5	2	2	2	5
6	5	5	6	4	4	5	2	4	2
2	1	1	4	4	2	2	2	2	1
2	2	2	5	2	2	2	2	2	2
1	1	1	2	2	5	5	5	6	2
3	3	3	3	1	2	2	2	4	4
1	1	1	2	2	5	6	5	5	4
5	4	5	5	2	3	2	5	4	5
1	1	1	1	1	7	7	5	4	1
4	4	4	2	2	5	4	4	5	4
2	2	5	2	1	4	4	5	7	1
4	4	5	3	1	2	3	5	7	2
4	4	5	4	5	3	3	2	3	5
5	3	5	5	5	2	3	2	1	5
4	4	4	2	2	7	6	4	6	4
4	4	4	2	1	3	5	5	5	3
5	3	5	3	4	5	4	4	5	5
2	2	2	1	1	6	6	6	7	2
3	2	2	3	1	5	7	6	5	4
4	5	6	2	2	5	1	1	2	5
5	3	6	4	2	6	6	6	6	4
2	2	2	1	1	7	7	7	7	2
4	4	4	1	1	6	4	4	4	2
3	2	3	1	1	6	7	6	6	1
6	4	4	6	3	1	2	2	2	6
5	5	3	2	2	2	2	2	3	5
1	2	2	1	2	5	5	5	6	5
3	5	4	2	3	4	2	2	2	4
2	4	4	3	4	4	4	5	4	5
1	1	1	2	1	7	5	7	7	4
5	5	5	6	4	2	4	2	3	6
6	5	5	6	5	5	5	6	5	5
5	4	4	4	1	4	4	4	2	3

Demographics and Survey Meta Data: Other-purchases

IPAddress	Progress	Durationinseconds	Finished	ResponseId	Consent	SneakerPurchaseFrequency	SneakerPurchaseFrequency_TEXT	sneakerfanatic	Age	Gender	Education
62.238.84.11	100	220	1	R_2c8xPhFsA5dvVgm	1	6		2	3	2	3
188.207.75.49	100	118	1	R_8n6NMGpsnoXc7T0	1	4		2	3	1	1
190.4.148.7	100	163	1	R_5sXBdmLoSjT4DPo	1	6		1	3	1	3
200.107.84.19	100	152	1	R_7hiHSwvTHszvcBl	1	2		1	4	1	3
104.28.30.74	100	132	1	R_8xfFfrWNX5vsg6J	1	6		2	7	1	3
24.132.61.52	100	121	1	R_8k1RbkjO4q826a4	1	2		1	1	2	2
138.99.215.47	100	406	1	R_6mjY2xADy5cNX4z	1	2		1	4	2	1
104.28.30.74	100	111	1	R_2ZBue80dw6csYP7	1	6		3	1	1	2
200.26.219.84	100	306	1	R_5fczk8eo713Bktc	1	6		1	1	2	3
109.36.129.19	100	113	1	R_2eR2viKBpQurPji	1	3		2	7	1	3
188.216.15.249	100	151	1	R_22M0TNTt8A5CV1a	1	2		1	7	2	3
185.62.86.174	100	257	1	R_2qyDgQ2jzZsooTj	1	3		3	7	2	3

65.208.123.229	100	119	1	R_1INt4wVvOn65ery	1	6		2	4	1	5
62.163.111.79	100	154	1	R_2kpnqDxlsOkfgOX	1	6		2	5	1	4
172.226.14.49	100	263	1	R_8jRe17TiYAHDoKl	1	3		2	7	1	3
104.28.30.74	100	441	1	R_8pxw19bX8o9U0Mq	1	3		2	2	2	4
186.2.191.222	100	340	1	R_31n19SQCYGD2CIC	1	2		1	3	2	3
161.22.52.182	100	225	1	R_3wlWCOoHVd56Cjv	1	6		2	4	2	4
212.83.93.55	100	151	1	R_8dmqNKoyq6ok4aE	1	2		1	1	2	3
190.112.250.192	100	566	1	R_3v6pPPeAUSIe0ce	1	5		3	4	2	1
145.5.176.19	100	133	1	R_2ojSmImz0jlDUnC	1	6		2	2	2	2
31.151.0.105	100	161	1	R_2HIEK8FcrhrHS2W	1	3		3	7	2	4
104.28.30.74	100	185	1	R_8iDVUxmcvO2BlWy	1	2		1	7	1	4
86.81.146.25	100	123	1	R_2lLtfWb1VE6sYi5	1	6		1	1	1	3
77.251.3.181	100	122	1	R_8t9TJfhQtsvyOPn	1	2		2	1	2	2
138.99.215.61	100	207	1	R_6kkINyBG8o2Dj1v	1	2		3	3	2	1

190.88.4.235	100	137	1	R_50ThTRfrvvhXcAh	1	6		1	7	1	2
89.205.225.194	100	106	1	R_8JmSWiyLtggqwad	1	2		1	1	1	2
69.162.16.18	100	246	1	R_5jeNuTHMyaoqfJG	1	2		2	4	1	4
65.208.123.124	100	358	1	R_6CSPLYO0GYYEs2B	1	6		1	5	2	3
81.207.93.49	100	126	1	R_29dQjXvoFsV9zRD	1	3		2	4	2	2
65.208.123.107	100	134	1	R_1MnUMZg9bFYBNGg	1	6		3	1	1	1
104.28.30.74	100	207	1	R_2EzewlxTMX6M9B1	1	6		1	1	1	3
190.88.81.83	100	123	1	R_1UhEpFVm804t2GY	1	6		2	3	1	4
84.241.198.255	100	125	1	R_2EZpq6nM7Zh47GS	1	2		1	1	2	1
161.22.55.119	100	212	1	R_5lryKszXwo4Q7Gu	1	2		1	3	2	3
104.28.30.74	100	142	1	R_2FWeOgracJEnZA5	1	4		2	3	1	3
109.36.150.192	100	600	1	R_2CPsF6Uc9aftmkk	1	2		1	1	2	3
190.4.140.11	100	198	1	R_3IpjI19BLJMWaiZ	1	6		2	2	1	3
89.205.2	100	189	1	R_80vms9bK	1	3		3	3	1	4

24.131				nypVX53							
194.224.14.138	100	110	1	R_2m9ahAeOniLTiaP	1	6		1	1	2	2
190.112.231.132	100	295	1	R_31uLgR9M943xrzY	1	6		2	3	2	3
190.88.13.118	100	182	1	R_5q4Sq27EUxS6mrF	1	6		1	4	2	2
77.63.68.15	100	268	1	R_8ff7mdUSvMu6Wac	1	3		1	7	1	3
161.0.99.32	100	92	1	R_7HRCTi6VS86fpaN	1	2		1	2	2	3
217.76.24.117	100	169	1	R_8pncYeHSQIcJidn	1	2		1	1	1	3
104.28.30.75	100	144	1	R_2v2qLvEdG9SSndp	1	6		2	7	1	3
190.4.163.235	100	122	1	R_1pc0M5qxoWudgLY	1	2		2	4	1	4
141.37.128.1	100	199	1	R_8iQfdeYSO3uozUh	1	3		3	7	1	3
109.37.133.63	100	407	1	R_29GqIvdhqwR1iJr	1	5	Som"etimes 3 pairs, sometimes nothing for a couple of weeks but 12-15 pair a year I would say.	1	3	2	4
65.208.123.100	100	377	1	R_7SD2uFZxjFeuggR	1	2		2	3	1	1
89.205.227.99	100	133	1	R_84ekeC692NTnaPp	1	2		1	7	2	2
185.237.102.58	100	251	1	R_2V2cLKC15Tl1Sc9	1	3		1	1	2	1

186.2.187.47	100	174	1	R_1KHp8wxQQdRwmUM	1	2		1	2	2	3
161.22.52.187	100	158	1	R_60wAYawjfjVueQd	1	6		2	2	1	2
85.242.87.234	100	197	1	R_2ZwfofnH6iPB5E5	1	6		2	7	2	4
86.80.242.130	100	357	1	R_8uJ8oVXbnmFcBSl	1	5	Whenever my old sneakers are too old, they are at the moment fine	1	7	1	1
65.208.123.25	100	179	1	R_6erdJSL9IkQ0CVi	1	2		2	4	2	3
104.28.92.129	100	161	1	R_5rkzYTol8bzrRWK	1	6		2	3	1	3
104.28.30.74	100	181	1	R_2exeNNWFH52OALO	1	2		1	7	1	1
62.163.144.248	100	294	1	R_8GK9K32MzNuEiqK	1	2		1	1	2	2
194.127.173.103	100	157	1	R_2GoQUxchNQzCbBL	1	3		2	2	2	4
200.26.219.84	100	279	1	R_6QSfVrkxT47i9zD	1	2		1	3	2	4
104.28.30.74	100	99	1	R_8eaIAHl9MlFjEIj	1	2		1	1	2	4
77.174.30.223	100	118	1	R_8EGvfAhs26p2Pc6	1	2		2	1	2	1
109.36.152.26	100	152	1	R_2GVL2kVdOFrWu9H	1	2		2	1	2	1
62.163.0.225	100	418	1	R_22s17LJngtFV4ew	1	6		2	2	1	2

86.84.199.132	100	225	1	R_8WAvr7cvT8Ehizx	1	2		1	4	1	4
190.88.84.180	100	221	1	R_635qzbbCm1PhOQF	1	2		1	3	2	3
62.45.43.35	100	141	1	R_8x3v9c39KsCivQJ	1	3		2	2	1	3

Condition 3: Other Purchase – Limited Edition

PurchaseIntention1LO	PurchaseIntention2LO	PurchaseIntention3LO	PerceivedValueLO	ConsumptionriskLO	SelfotheroverlapLO
2	2	2	6	7	7
4	4	4	5	5	6
3	2	3	3	5	4
5	5	5	6	5	4
6	6	6	7	4	6
5	4	5	3	5	6
4	4	4	4	4	4
5	5	5	7	3	6
4	4	4	5	5	7
5	5	5	6	2	5
6	6	6	6	3	7
1	2	2	6	7	3
6	4	5	6	5	6
5	5	7	6	3	5
5	4	6	5	3	7
2	3	3	6	2	5
1	1	1	1	4	7
3	3	6	5	6	5
1	1	1	4	4	2
2	4	4	2	5	4
5	5	6	7	5	6
1	1	4	4	7	5
5	4	6	6	2	6
6	6	6	7	3	7
5	7	6	4	1	4
6	5	6	6	3	7
1	1	1	6	7	3
5	3	5	6	2	7
1	1	1	6	7	5
6	6	6	5	4	6
5	5	4	6	6	5
6	6	6	7	5	7
1	1	1	7	7	7
5	5	5	7	2	4
5	4	3	6	4	4

Condition 4: Other Purchase – Bestseller

PurchaseIntention1BO	PurchaseIntention2BO	PurchaseIntention3BO	PerceivedValueBO	ConsumptionriskBO	SelfotheroverlapBO
2	2	2	6	2	6
7	6	7	6	2	5
5	4	5	5	1	6
2	5	6	6	1	6
6	6	7	6	1	4
5	5	5	6	3	4
3	3	5	6	2	6
7	7	7	6	2	5
4	5	5	4	5	7
7	7	7	7	3	2
3	3	5	6	3	4
7	7	7	6	3	3
6	5	6	6	2	6
5	5	5	5	1	7
4	3	3	3	6	7
7	7	7	7	1	2
5	5	5	5	7	6
5	5	4	6	5	6
7	7	7	6	1	7
5	4	5	7	2	7
6	6	6	5	3	3
4	3	4	5	5	5
4	4	4	6	4	6
3	3	4	2	7	4
5	5	5	5	5	7
6	4	5	3	4	4
7	7	7	6	3	6
5	4	2	2	2	4
3	4	4	5	6	4
1	1	1	2	7	7
5	5	5	5	5	6
2	2	4	6	2	1
3	5	2	4	6	5
3	3	2	4	5	3
5	4	6	6	5	6

Removed Observations: Demographics and Survey Meta Data

IPAddress	Progress	Durationinseconds	Finished	ResponseId	Consent	SneakerPurchaseFrequency	SneakerPurchaseFrequency_TEXT	sneakerfanatic	Age	Gender	Education
190.88.118.27	100	1649	1	R_11uaxGT525fyN8e	1	2		1	4	2	3
109.36.147.212	100	55	1	R_8jMRPzrmQ8CiZuz	1	6		1	1	1	3
65.208.123.78	100	1513	1	R_5ReXTR8LxUQta7V	1	2		1	3	2	4
188.88.192.120	100	70	1	R_2ARR9vqTJP7C4wC	1	2		1	7	2	3
62.45.65.29	100	77	1	R_21Li5XD74TIOGJP	1	6		1	1	2	3
190.4.138.88	100	3065	1	R_6CmfBmbSPEMAi49	1	2		1	2	2	3
65.208.123.17	100	700	1	R_6PRTNSgXtMnxTw4	1	2		2	4	2	3
217.76.24.174	100	80	1	R_1FIjS5MPsBnsJvP	1	3		1	1	1	3
190.88.123.148	100	16658	1	R_60BnjUhM9GhE3UX	1	2		1	4	2	5
88.159.214.253	100	82	1	R_87E2Iit0X84knjX	1	6		2	7	2	4
190.4.158.35	100	655	1	R_7QuKqdByjXpuqvV	1	5	Once every two years	2	5	1	4
77.63.4.46	100	3718	1	R_8340fLyiGLrCP1q	1	6		2	7	1	1
84.241.200.44	100	1117	1	R_8yw9RZNtFe9b8Gd	1	3		1	1	2	1
190.112.246.221	100	601	1	R_3C2SDyBlevRUWFb	1	2		2	4	2	1
145.5.180.31	100	82	1	R_2wgaoHlLMypAB9s	1	2		2	1	2	1
190.4.176.229	100	1197	1	R_5hQovEoovDGUZ77	1	3		3	4	1	2

190.4.191.244	100	3051	1	R_6AFC2SehnCFZEUV	1	2		1	4	2	3
109.36.151.162	100	771	1	R_2fwyfSXOmmzwJ3U	1	4		3	3	1	1

Deleted Observations: Self Purchases – Limited Edition

Purchaseintention1LS	Purchaseintention2LS	Purchaseintention3LS	PerceivedUniqueness1LS	PerceivedUniqueness2LS	PerceivedValueLS	Needforuniqueness_1LS	Needforuniqueness_2LS	Needforuniqueness_3LS	Needforuniqueness_4LS
4	5	4	3	3	3	3	4	4	3
4	4	4	5	6	6	2	6	3	6
4	4	4	4	5	5	1	4	4	4
7	7	6	6	6	4	2	2	2	2

Deleted Observations: Self Purchases – Bestseller

purchaseintention1BS	purchaseintention2BS	purchaseintention3BS	Perceiveduniqueness1BS	Perceiveduniqueness2BS	Needforuniqueness_1BS	Needforuniqueness_2BS	Needforuniqueness_3BS	Needforuniqueness_4BS	PerceivedvalueBS
2	2	2	1	1	5	5	2	5	5
2	2	2	2	1	2	2	2	2	1
3	5	4	5	5	4	5	2	2	3
5	4	5	6	5	3	4	3	4	5

Deleted Observations: Other-purchases – Limited Edition

PurchaseIntention1LO	PurchaseIntention2LO	PurchaseIntention3LO	PerceivedValueLO	ConsumptionriskLO	SelfotheroverlapLO
1	2	1	2	6	4
2	2	4	6	1	7
5	5	5	5	5	5
5	3	3	3	5	2
6	6	6	7	5	6

Deleted Observations: Other-purchases – Bestseller

PurchaseIntention1BO	PurchaseIntention2BO	PurchaseIntention3BO	PerceivedValueBO	ConsumptionriskBO	SelfotheroverlapBO
1	1	1	2	6	5
3	3	5	3	5	5
5	6	6	5	5	6
6	4	6	6	2	7
6	5	6	6	4	5

Appendix E – Statistical test results/output

Hypothesis 1: Stata Independent t-test

Group: **Self-Purchase**	**Obs**	**Mean**	**Std. Err.**	**Std. Dev.**	**[95% Conf. Interval]**
Bestseller = 0	36	33.333	0.2323	13.939	2.8617 - 3.8049
Limited Edition =1	33	40.707	0.2751	15.806	3.5102 - 4.6312
Combined	69	36.860	0.1831	15.210	3.3206 - 4.0514
Difference		-0.7374	0.3581		-1.4522 - -0.0226
Degrees of Freedom					67
t-test					**t = -2.0590, p = 0.0434****

Hypothesis 2: SPSS Hayes Model 6

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 6
Y : PI_avg
X : CueT
M1 : PU_avg
M2 : PV

Sample
Size: 69

****
OUTCOME VARIABLE:
PU_avg

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5701	,3250	1,9118	32,2608	1,0000	67,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,6528	,2304	11,5114	,0000	2,1928	3,1128
CueT	1,8927	,3332	5,6799	,0000	1,2276	2,5578

Standardized coefficients

	coeff
CueT	1,1330

****

OUTCOME VARIABLE:
PV

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6087	,3705	1,9094	19,4255	2,0000	66,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,0952	,3974	5,2721	,0000	1,3017	2,8887
CueT	,1818	,4053	,4486	,6552	-,6274	,9911
PU_avg	,5924	,1221	4,8519	,0000	,3486	,8361

Standardized coefficients

	coeff
CueT	,1060
PU_avg	,5767

****

OUTCOME VARIABLE:
PI_avg

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5242	,2748	1,7551	8,2090	3,0000	65,0000	,0001

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,7923	,4542	3,9459	,0002	,8852	2,6995
CueT	-,2364	,3892	-,6075	,5456	-1,0137	,5409
PU_avg	,4486	,1363	3,2904	,0016	,1763	,7209
PV	,0957	,1180	,8110	,4203	-,1400	,3314

Standardized coefficients

	coeff
CueT	-,1555
PU_avg	,4927
PV	,1080

********** TOTAL EFFECT MODEL

****
OUTCOME VARIABLE:
PI_avg

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2439	,0595	2,2082	4,2395	1,0000	67,0000	,0434

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,3333	,2477	13,4591	,0000	2,8390	3,8277
CueT	,7374	,3581	2,0590	,0434	,0226	1,4522

Standardized coefficients

	coeff
CueT	,4848

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,7374	,3581	2,0590	,0434	,0226	1,4522	,4848

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
-,2364	,3892	-,6075	,5456	-1,0137	,5409	-,1555

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	,9738	,3070	,4430	1,6356
Ind1	,8491	,3174	,2693	1,5200
Ind2	,0174	,0855	-,0900	,2656
Ind3	,1073	,1520	-,1638	,4496

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	,6403	,1812	,3140	1,0193
Ind1	,5583	,1971	,1894	,9604
Ind2	,0114	,0559	-,0600	,1702
Ind3	,0705	,1001	-,1113	,2964

Indirect effect key:
Ind1 CueT -> PU_avg -> PI_avg
Ind2 CueT -> PV -> PI_avg
Ind3 CueT -> PU_avg -> PV -> PI_avg

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

NOTE: Standardized coefficients for dichotomous or multicategorical X are in partially standardized form.

------ END MATRIX -----

Hypothesis 3: Stata Independent t-test

Group: **Other-Purchase**	**Obs**	**Mean**	**Std. Err.**	**Std. Dev.**	**[95% Conf. Interval]**
Bestseller = 0	35	47.238	0.2630	15.561	4.1893 - 5.2584
Limited Edition = 1	35	40.190	0.2924	17.301	3.4248 - 4.6133
Combined	70	43.714	0.1998	16.715	3.9729 - 4.7700
Difference		0.7048	0.3933		-0.0801 - 1.4896
Degrees of Freedom					68
t-test					**t = 1.7918, p = 0.0776**

Hypothesis 4: SPSS Hayes Model 6

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 6
Y : PI_avg
X : CueType
M1 : CR
M2 : PV

Sample
Size: 70

****
OUTCOME VARIABLE:
CR

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2298	,0528	3,3916	3,7909	1,0000	68,0000	,0557

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,4857	,3113	11,1976	,0000	2,8645	4,1069
CueType	,8571	,4402	1,9470	,0557	-,0213	1,7356

Standardized coefficients

	coeff
CueType	,4563

****

OUTCOME VARIABLE:
PV

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3255	,1059	1,8720	3,9693	2,0000	67,0000	,0235

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,0286	,3900	15,4575	,0000	5,2501	6,8071
CueType	,4394	,3361	1,3074	,1956	-,2314	1,1101
CR	-,2459	,0901	-2,7295	,0081	-,4257	-,0661

Standardized coefficients

	coeff
CueType	,3081
CR	-,3240

****

OUTCOME VARIABLE:
PI_avg

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6125	,3751	1,8252	13,2076	3,0000	66,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,2899	,8229	5,2130	,0000	2,6469	5,9329
CueType	-,4578	,3360	-1,3623	,1777	-1,1287	,2131
CR	-,3785	,0938	-4,0367	,0001	-,5658	-,1913
PV	,3391	,1206	2,8106	,0065	,0982	,5799

Standardized coefficients

	coeff
CueType	-,2739

CR -,4254
PV ,2892

************************ TOTAL EFFECT MODEL ************************
OUTCOME VARIABLE:
PI_avg

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2123	,0451	2,7073	3,2106	1,0000	68,0000	,0776

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,7238	,2781	16,9848	,0000	4,1688	5,2788
CueType	-,7048	,3933	-1,7918	,0776	-1,4896	,0801

Standardized coefficients

	coeff
CueType	-,4216

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
-,7048	,3933	-1,7918	,0776	-1,4896	,0801	-,4216

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
-,4578	,3360	-1,3623	,1777	-1,1287	,2131	-,2739

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-,2470	,2696	-,8156	,2442
Ind1	-,3245	,2083	-,8124	,0012
Ind2	,1490	,1273	-,0820	,4187
Ind3	-,0715	,0473	-,1758	,0040

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-,1478	,1573	-,4623	,1534
Ind1	-,1941	,1182	-,4578	,0007
Ind2	,0891	,0770	-,0496	,2515
Ind3	-,0428	,0281	-,1045	,0024

Indirect effect key:
Ind1 CueType -> CR -> PI_avg
Ind2 CueType -> PV -> PI_avg

```
Ind3 CueType    ->   CR        ->   PV        ->   PI_avg

************************        ANALYSIS        NOTES        AND        ERRORS
************************

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

NOTE: Standardized coefficients for dichotomous or multicategorical X are in
      partially standardized form.

------ END MATRIX -----


Indirect effect(s) of X on Y:
        Effect    BootSE  BootLLCI  BootULCI
TOTAL    -,2470    ,2647    -,7092    ,1624
Ind1     -,3245    ,2054    -,7057    -,0349
Ind2      ,1490    ,1281    -,0432    ,3687
Ind3     -,0715    ,0489    -,1571    -,0039

Partially standardized indirect effect(s) of X on Y:
        Effect    BootSE  BootLLCI  BootULCI
TOTAL    -,1478    ,1558    -,4112    ,1016
Ind1     -,1941    ,1177    -,4060    -,0222
Ind2      ,0891    ,0776    -,0265    ,2245
Ind3     -,0428    ,0290    -,0934    -,0024

Indirect effect key:
Ind1 CueType    ->   CR        ->   PI_avg
Ind2 CueType    ->   PV        ->   PI_avg
Ind3 CueType    ->   CR        ->   PV        ->   PI_avg

************************        ANALYSIS        NOTES        AND        ERRORS
************************

Level of confidence for all confidence intervals in output:
  90,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

NOTE: Standardized coefficients for dichotomous or multicategorical X are in
      partially standardized form.

------ END MATRIX -----
```

Hypothesis 5: SPSS Hayes Model 1

Run MATRIX procedure:

```
***************** PROCESS Procedure for SPSS Version 4.2 *****************

        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : PI_avg
    X  : CueT
    W  : NFU_avg

Sample
Size:  69

**************************************************************************
OUTCOME VARIABLE:
 PI_avg

Model Summary
         R       R-sq        MSE          F        df1        df2          p
     ,4433      ,1965     1,9446     5,2980     3,0000    65,0000      ,0025

Model
             coeff         se          t          p       LLCI       ULCI
constant     3,7097      ,1680    22,0773      ,0000     3,3741     4,0452
CueT          ,7464      ,3364     2,2189      ,0300      ,0746     1,4182
NFU_avg       ,0349      ,1024      ,3409      ,7342     -,1696      ,2395
Int_1         ,6766      ,2049     3,3028      ,0016      ,2675     1,0857

Product terms key:
 Int_1    :       CueT     x       NFU_avg

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,1348    10,9083     1,0000    65,0000      ,0016
----------
    Focal predict: CueT     (X)
          Mod var: NFU_avg  (W)

Conditional effects of the focal predictor at values of the moderator(s):

    NFU_avg     Effect         se          t          p       LLCI       ULCI
    -1,6528     -,3719      ,4766     -,7803      ,4380    -1,3238      ,5800
     ,0000      ,7464      ,3364     2,2189      ,0300      ,0746     1,4182
    1,6528     1,8647      ,4779     3,9015      ,0002      ,9102     2,8192
```

Moderator value(s) defining Johnson-Neyman significance region(s):

Value	% below	% above
-,1083	44,9275	55,0725

Conditional effect of focal predictor at values of the moderator:

NFU_avg	Effect	se	t	p	LLCI	ULCI
-3,0580	-1,3226	,7102	-1,8623	,0671	-2,7411	,0958
-2,7580	-1,1197	,6567	-1,7048	,0930	-2,4313	,1920
-2,4580	-,9167	,6048	-1,5157	,1344	-2,1245	,2912
-2,1580	-,7137	,5548	-1,2865	,2028	-1,8216	,3943
-1,8580	-,5107	,5073	-1,0068	,3178	-1,5238	,5024
-1,5580	-,3077	,4631	-,6646	,5087	-1,2325	,6171
-1,2580	-,1048	,4232	-,2475	,8053	-,9499	,7404
-,9580	,0982	,3890	,2525	,8014	-,6786	,8751
-,6580	,3012	,3620	,8320	,4085	-,4218	1,0242
-,3580	,5042	,3441	1,4653	,1477	-,1830	1,1914
-,1083	,6731	,3370	1,9971	,0500	,0000	1,3463
-,0580	,7072	,3366	2,1012	,0395	,0350	1,3793
,2420	,9101	,3402	2,6757	,0094	,2308	1,5895
,5420	1,1131	,3545	3,1398	,0025	,4051	1,8212
,8420	1,3161	,3785	3,4776	,0009	,5603	2,0719
1,1420	1,5191	,4103	3,7027	,0004	,6997	2,3385
1,4420	1,7221	,4483	3,8414	,0003	,8268	2,6174
1,7420	1,9251	,4911	3,9199	,0002	,9443	2,9058
2,0420	2,1280	,5375	3,9590	,0002	1,0545	3,2015
2,3420	2,3310	,5867	3,9730	,0002	1,1593	3,5028
2,6420	2,5340	,6380	3,9715	,0002	1,2597	3,8083
2,9420	2,7370	,6910	3,9607	,0002	1,3569	4,1171

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  CueT      NFU_avg    PI_avg     .
BEGIN DATA.
    -,4783   -1,6528    3,8298
     ,5217   -1,6528    3,4579
    -,4783     ,0000    3,3527
     ,5217     ,0000    4,0991
    -,4783    1,6528    2,8756
     ,5217    1,6528    4,7403
END DATA.
GRAPH/SCATTERPLOT=
 NFU_avg  WITH     PI_avg   BY      CueT     .
```

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
 95,0000

W values in conditional tables are the mean and +/- SD from the mean.

NOTE: The following variables were mean centered prior to analysis:
NFU_avg CueT

------ END MATRIX -----

Hypothesis 6: SPSS Hayes Model 1

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 1
Y : PI_avg
X : CueType
W : SOO

Sample
Size: 70

****
OUTCOME VARIABLE:
PI_avg

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3405	,1159	2,5824	2,8849	3,0000	66,0000	,0422

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,3238	,1933	22,3627	,0000	3,9377	4,7098
CueType	-,7561	,3867	-1,9553	,0548	-1,5282	,0160
SOO	,1497	,1294	1,1571	,2514	-,1086	,4081
Int_1	,5559	,2588	2,1478	,0354	,0391	1,0727

Product terms key:
Int_1 : CueType x SOO

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0618	4,6130	1,0000	66,0000	,0354

Focal predict: CueType (X)
Mod var: SOO (W)

Conditional effects of the focal predictor at values of the moderator(s):

SOO	Effect	se	t	p	LLCI	ULCI
-1,5244	-1,6036	,5575	-2,8761	,0054	-2,7167	-,4904
,0000	-,7561	,3867	-1,9553	,0548	-1,5282	,0160
1,5244	,0913	,5473	,1669	,8680	-1,0015	1,1842

Moderator value(s) defining Johnson-Neyman significance region(s):

Value	% below	% above
-,0295	48,5714	51,4286

Conditional effect of focal predictor at values of the moderator:

SOO	Effect	se	t	p	LLCI	ULCI
-4,2286	-3,1069	1,1675	-2,6611	,0098	-5,4379	-,7758
-3,9286	-2,9401	1,0946	-2,6861	,0091	-5,1255	-,7547
-3,6286	-2,7733	1,0223	-2,7129	,0085	-4,8144	-,7323
-3,3286	-2,6065	,9509	-2,7413	,0079	-4,5050	-,7081
-3,0286	-2,4398	,8805	-2,7710	,0073	-4,1977	-,6818
-2,7286	-2,2730	,8114	-2,8012	,0067	-3,8931	-,6529
-2,4286	-2,1062	,7441	-2,8306	,0062	-3,5918	-,6206
-2,1286	-1,9394	,6789	-2,8566	,0057	-3,2950	-,5839
-1,8286	-1,7727	,6167	-2,8745	,0054	-3,0039	-,5414
-1,5286	-1,6059	,5583	-2,8762	,0054	-2,7206	-,4911
-1,2286	-1,4391	,5052	-2,8487	,0058	-2,4477	-,4305
-,9286	-1,2723	,4591	-2,7716	,0072	-2,1889	-,3558
-,6286	-1,1055	,4223	-2,6180	,0110	-1,9487	-,2624
-,3286	-,9388	,3975	-2,3619	,0211	-1,7323	-,1452
-,0295	-,7725	,3869	-1,9966	,0500	-1,5450	,0000
-,0286	-,7720	,3869	-1,9953	,0501	-1,5445	,0005
,2714	-,6052	,3917	-1,5449	,1272	-1,3874	,1769
,5714	-,4384	,4115	-1,0656	,2905	-1,2599	,3831
,8714	-,2717	,4441	-,6118	,5428	-1,1582	,6149
1,1714	-,1049	,4870	-,2154	,8301	-1,0771	,8674
1,4714	,0619	,5377	,1151	,9087	-1,0117	1,1355
1,7714	,2287	,5943	,3848	,7016	-,9579	1,4153

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  CueType   SOO      PI_avg    .
BEGIN DATA.
   -,5000  -1,5244   4,8973
    ,5000  -1,5244   3,2937
   -,5000    ,0000   4,7018
    ,5000    ,0000   3,9457
   -,5000   1,5244   4,5064
    ,5000   1,5244   4,5977
END DATA.
```

```
GRAPH/SCATTERPLOT=
 SOO     WITH     PI_avg   BY       CueType  .

**********************          ANALYSIS          NOTES          AND          ERRORS
**********************

Level of confidence for all confidence intervals in output:
  95,0000

W values in conditional tables are the mean and +/- SD from the mean.

NOTE: The following variables were mean centered prior to analysis:
         SOO      CueType

------ END MATRIX -----
```