

Who, What, Where?
How Information on Product Production
Affects Consumer Perceptions

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Abstract

When making product judgments and purchasing decisions, consumers are often influenced by factors beyond intrinsic product attributes. For example, when deciding whether or not to purchase a shirt, one might consider where it was made, which influencers endorsed it and what items it was near in the store. Since the early 20th century, empirical researchers in consumer behavior have studied the effects of such factors on product judgments, with notable findings on country of origin effects on judgments (Ackerman, Huang & Newman, 2017; Bilkey & Nes, 1982; Steenkamp & Verlegh, 1999). Despite this growing body of research, however, there is little discussion on the effect that the presence or absence of production information (i.e. where, how and by whom a product was made) has on consumer judgments. The two studies outlined in this paper aim to address this. Results from these studies show that place of production information yields higher product valuations than designer information, though uncertainty about place of production has no effect on valuations. Based on these findings, we conclude with suggestions for future research as well as implications for marketers and brands.

1. Introduction

Over the past eight decades, the art of convincing someone to make a purchase has become rather sophisticated. In the crowded markets of consumer retail, marketers employ a variety of tactics to make their products stand out and form a lasting impression in the coveted consumer memory. One way brands have chosen to do this is by advertising the extrinsic, non-physical attributes of their product that are unrelated to its form and function (referred to as 'extrinsic attributes' throughout this paper). With a dozen identical bags to pick from, a 'made in Italy' tag or a few sentences on the creative designer's penchant for art might make all the difference. An example of this strategy being used successfully can be found in the marketing practices of the jewelry retailer Alex and Ani. In their (+) Energy branding, Alex and Ani claims that all of their products are infused with positive energy, which can be felt by the wearer. Each of their product descriptions begin with a testament to the piece's greater interactions with the forces of the wearers life, with phrases such as "this symbol deflect the evil eye" and "this bracelet capture's the essence of life's odyssey" popular around their site.

Researchers interested in consumer behavior have identified several of the factors behind the effectiveness of these marketing practices over the years. Studies have shown that consumers value products more if they believe more effort was involved in their manufacturing (Fuchs, Schreier, van Osseelaer 2015; Kruger, Wirtz, Van Boven & Altermatt 2004), validating automobile commercials that highlight the years of engineering and extensive testing that went into their car's design. Throughout history and across cultures, people have believed that objects can embody a special essence of what they come in contact with (Frazer 1890; Huang, Ackerman, & Newman 2017; Rozin, Millman, & Nemeroff 1985). This in part explains why

items previously owned by celebrities are valued so highly (Newman, Diesendruck, & Bloom 2011), and religious land is so contested (Rozin & Wolf, 2008). And the belief that something is an original, and thus authentic, has been shown to increase consumer perceptions of value (Newman & Bloom 2012).

Despite this vast body of literature, however, questions remain about the effectiveness of extrinsic attributes in marketing, especially when these attributes pertain to the production of products. What product production information will influence consumers decision making? How does consumer willingness to purchase change when production information is uncertain or incomplete? Do different consumers evaluate these extrinsic attributes differently when considering products? The studies outlined below will begin to answer these questions.

In the following paper, we will review previous research that explains why highlighting a product's extrinsic attributes can effectively influence consumer judgments (ie. perceptions of value, willingness to purchase, etc.). We will then offer two studies exploring the influence of extrinsic attributes that pertain to product production. We will conclude with a discussion of the paper's findings and their implications.

2. Literature Review

A survey of the consumer behavior research reveals three processes of thought through which extrinsic attributes influence consumer judgments: magical thinking, valuation and decision making. The literature that exists on the three is summarized below.

2.1. Magical Thinking: Contagion & Contamination

When evaluating a product in light of given information— such as where it was made and how it was handled— consumers may believe that the object they are considering possesses an absorbed essence or aura, imbued within it from things it has come into contact with. This absorption, known as the contagion effect, was first described by Frazer and Mauss in the late 19th and early 20th centuries, respectively (Frazer 1890/1959; Mauss 1902/1972; Huang, Ackerman & Newman 2017); the line of thinking that corresponds to this belief is known as “magical thinking”. This contagion effect is widespread and has been observed across societies. For example, the natives of Melanesia conceptualize the phenomenon as an effectiveness present in all beings (Codrington 1890), and people of the Jewish faith affirm that certain lands embody an intrinsically holy characteristic (Rozin & Wolf 2008; Rozin & Nemeroff 1994). Several researchers have likened the effect to the biological phenomenon of contagion, with some citing linkages between the effect and disgust reactions to propose that it evolved as an adaptation (Argo, Dahl & Morales 2007; Rozin, Millman & Nemeroff 1985). Despite this potential origin, however, the contagion effect is known to have positive and negative influences in a variety of domains, and such is the case in consumerism.

Researchers have shown that the contagion effect and magical thinking can impact consumers’ product evaluations and, ultimately, their purchase decisions (Mishra 2009). Sometimes a consumer may believe that a product has taken on an essence prior to the moment in which he or she is evaluating it— perhaps through being handled by a certain individual or undergoing some sort of process. This belief can influence how that consumer then perceives such factors as its quality, authenticity and value (Argo, Dahl & Morales 2006/2008).

As the present studies focus on the effects of producer and place of production information on consumer judgments of a product, we will now survey the contagion literature that pertains to people and places.

2.1.1. Contagion & People

Several research studies have shown objects being perceived as having absorbed the essence of the people who touched them (Newman, Diesendruck & Bloom 2011; Rozin & Nemeroff 1994). In one of the earlier studies on the topic of contagion, researchers found that people perceive products positively or negatively based on their perceptions of the people who came into contact with them (Rozin & Nemeroff 1994). Through a series of structured interviews, Rozin and Nemeroff had participants rate a sweater on a 100 point scale in response to different vignettes. In some of the vignettes, the participants were told to imagine that the sweater was worn by someone emotionally significant to them, like a romantic partner; in other vignettes, they were told to imagine it has been worn by a fictional character that the researchers portrayed negatively. The results of the experiment showed that participants rated the sweater that had been worn by the emotionally significant individual higher than the one worn by the negatively portrayed character. They also found that ratings of the sweater in the negative character vignette were low even when participants were told that the sweater had been laundered. Since participants still viewed the sweater negatively after it had been cleaned, these findings suggest that they believed some non-physical presence remained despite the fact that all physical remnants left by the previous wearer were gone.

A decade after this study had been done, researchers showed this effect translating into consumer retail situations, impacting product evaluations and purchase. In 2006, Argo and

colleagues coined the term ‘consumer contamination’ to describe the belief that consumers hold about people and their essence “contaminating” products (Argo, Dahl & Morales 2006). In one study, they instructed participants to try on and evaluate a shirt at a store. In some conditions, participants tried on the shirt immediately after a confederate left it in a fitting room. Participants in these conditions valued the shirt less, and were less willing to purchase it. This same research team demonstrated the opposite effect two years later, manipulating the attractiveness of the confederate (Argo, Dahl & Morales 2008). They found that people rated the shirt higher if it had previously been worn by an attractive member of the opposite sex. This set of studies shows that consumers are influenced by people-based contagion effects in retail settings.

2.1.2. Contagion & Places

The contagion effect goes beyond physical contact with people— a large body of work shows that consumers believe objects can inherit the essence of places as well (Peterson & Jolibert 1995). The majority of the literature focuses on country of origin effects, as such information is valuable within and beyond the marketing community. One paper worth noting here is Roth and Romeo’s 1992 work on product category and country image perception (Roth & Romeo 1992). In their analyses, Roth and Romeo identify four dimensions along which country images in the consumer mind are formed. They then found that consumers valued products more when the positive aspects of the producer country’s image are important for the product category. This research shows that when consumers are presented with two functionally and qualitatively identical items, the one that was produced in a place that is thought to be better for that product category is perceived to have some quality of “betterness”.

2.2. Valuation: Effort & Authenticity

When determining the value of products, consumers sometimes incorporate extrinsic, non-physical attributes into their valuation process. For example, some items have personal significance (think: a grandmother's wedding ring) that can increase the value of that item in the eyes of a consumer, though this significance doesn't change the item's functionality. In consumer retail, there are extrinsic attributes that producer's can attest to when selling their products that researchers have shown to increase consumers' perceptions of value. Two of these such attributes are effort and authenticity.

Kruger et al's 2004 paper on effort and consumer psychology identified what the researchers termed the 'effort heuristic', a proxy (in the consumer's mind) for quality (Kruger, Wirtz, Van Boven & Altermatt 2004; Kim & Labroo 2011; Norton & Buell 2011). They found that consumer valuations of a product's quality were positively influenced by the amount of effort believed to have gone into its production, especially when determining the product's quality was more difficult. This result was further supported by research on the handmade effect, which explains that consumers find products to be more attractive when they are said to have been made by hand (Fuchs, Schreier & Osselear 2015).

Like effort, perceptions of authenticity have been shown by researchers to influence consumer valuations. In a 2011 study on artwork, Newman and Bloom showed that original works of art are perceived as higher value, as consumers seek authenticity and the essence that artists put into their pieces when purchasing products of this category (Newman & Bloom 2011). Again, we see that consumers derive value from extrinsic, non-physical qualities when considering products.

2.3. Decision Making: The Presence & Absence of Information

Consumer behavior research has identified several factors that influence decisions. One such factor is information—or lack thereof. In a perfectly rational world, consumers would base product judgments entirely on present attributes. However, such is not always the case. In one study, researchers demonstrated the exact opposite, that product judgments can be formed in the explicit absence of product information (Huber & McCann 1982). Participants in the study evaluated a case of beer when given information on either taste, price or both. Results showed that a) withholding information yielded lower perceptions of product value, and b) making inferences about the missing information led to lower valuations of the attributes that were disclosed. This further emphasizes the importance of product descriptions for consumer decision making.

And while a lack of information may lead to varying inferences, the presence of information can also lead to varying interpretations. This variance is evident in phenomena such as the halo effect. When considering a product, consumers who have previously given an overall evaluation of it will give individual attributes higher ratings than those who only rate the attributes (Johansson, Douglas & Nonaka 1985). This shows that, contrary to reason, one's holistic "feeling" about a product can supersede one's collective perspectives on the factors that contribute to it.

3. Present Studies

As evident in the literature review above, the research community has demonstrated time and again that consumer judgments of products are often influenced by factors beyond mere product attributes. The goal of the following studies is to further explore these factors. In the first study, we pose the question: how do consumer judgments of products change when presented with production information (i.e. the producer's name and the product's place of production)? Like previous research on aspects of the contagion effect and the effort heuristic, this line of inquiry aims to see how consumer judgments change when information that doesn't affect a product's quality is presented. However, this study is different in that a) it focuses exclusively on production information, and b) it uses neutral stimuli in condition manipulations to see if the mere presence of this information (rather than positive or negative associations) can affect product judgments. In the second study, we take a closer look at the effects of place of production information. While previous studies have looked at how consumer judgments change based on a product's stated place of production, this study looks at how judgments change when the place of production is not certain.

Given the findings outlined in the literature review above, our hypotheses are as follows:

Hypothesis 1: Consumer judgments will be most favorable when information is given about the person who produced the product (as compared to when information is given about the place of production or no information is given at all).

Hypothesis 2: Consumers judgments will be more favorable when information about the place of production is given than when no information about production is given at all.

Hypothesis 3: Consumers judgments will be most favorable when the place of production is certain (as compared to when the place of production is uncertain or unknown).

Hypotheses 1 and 2 are tested in the first study; hypothesis 3 is tested in the second study. For the remainder of this paper, consumer judgments are considered more favorable when willingness to pay is higher, products are valued as higher quality, etc.

3.1. Study 1

In this study, we will compare consumer judgments when information is given about the person who produced the product (referred to as *producer* or *designer*) and/or the place where the product was produced (referred to as *place of production* or *place of origin*).

3.1.1 Participants

Data was collected on a sample of 396 participants (241 men, 154 women, $M_{age} = 36.43$, age range: 18-78 years), who were recruited online via Amazon's Mechanical Turk platform.

Participants were told that they would be completing a survey on consumer perceptions.

Participants were randomly assigned to one of four conditions, with 99 participants in each condition. After being assigned, participants were redirected to an external Qualtrics survey based on their condition, where they then completed the study. 492 participants were originally recruited for the study. 96 participants were excluded from the final analysis due to their failure to adequately complete the screening questions that filtered for automated software and non-U.S. IP addresses. The remaining sample size of 396 reflects this removal. All participants were compensated for their participation upon completion.

3.1.2 Design, Procedure & Measures

The experiment consisted of four conditions in a 2x2 design (*depicted in Table 1*). The experimental manipulation was the production information given in the survey prompts (*see*

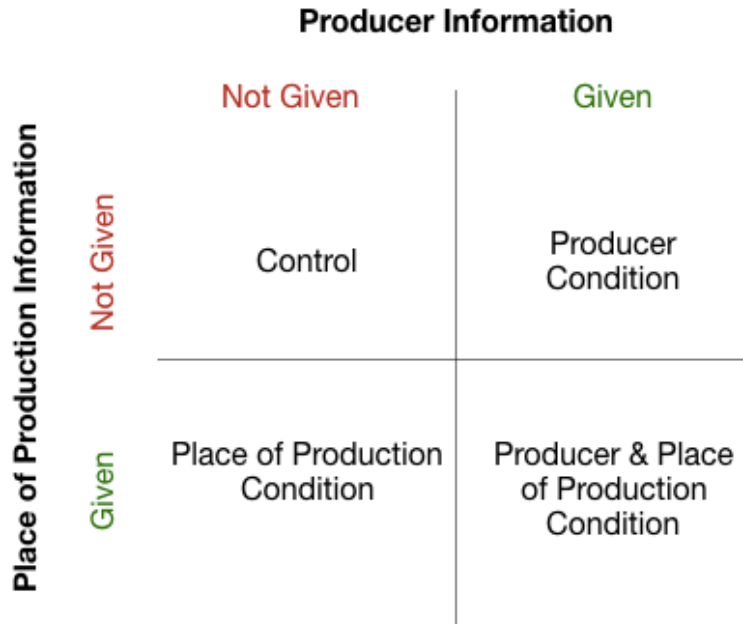


Table 1: Each condition had a different combination of place of production and producer information.

Table 2). Conditions either had information about the producer, information about the place of production, information about both or information about neither.

Condition	Stimuli
Control	This handcrafted table pairs a solid marble top with wood veneer legs.
Producer	This handcrafted table, made by designer Jacqueline Lake, pairs a solid marble
Place of Production	This handcrafted table, made in Stonebury, Maine, pairs a solid marble top with wood veneer legs.
Producer and Place of Production	This handcrafted table, made by designer Jacqueline Lake from Stonebury Maine, pairs a solid marble top with wood veneer legs.

Table 2: Prompts given in each condition.

After completing the screening questions, participants were randomly assigned to one of the four conditions. Each participant was presented with an image of a table (*see Appendix Figure A*) and one of the prompts presented above about the table's production. The place of production specified in the prompts does not exist. The table chosen for this survey was found online through Google Images. It was chosen because it is simple, it has no identifiable branding and due to the niche site it was sold on, it was unlikely that the table would be widely known. (Ten of the participants reported being familiar with the table prior to the study.)

As the Control condition gives no information about the production of the table, we can determine if the mere presence of production information affects consumer judgment. In the Producer Only condition, participants are given the name of the table's designer, and in the Place of Production condition, participants are given the location of the table's production. These two conditions will show if producer or place of production information influence product perception, respectively. And lastly, as the Producer and Place of Production condition gives information on both the table's producer and its place of production, we will be able to see if there is an interaction effect between the two factors.

Note that the prompts and accompanying photo were chosen with Beverland's six attributes of authenticity in mind: heritage and pedigree, stylistic consistency, quality commitments, relationship to place, method of production, and downplaying commercial motives (Beverland 2006). This is because doing so gives emphasis to the production attributes being studied.

We studied the effect of the production manipulation on consumer judgment by measuring differences in purchase intention along with varying perception of quality and

authenticity. After viewing the image and reading the prompt, participants used a scale to indicate their level of agreement with the following five statements:

Statement 1 - I think this table is worth spending money on.

Statement 2 - I would like to own this table.

Statement 3 - I would consider purchasing this table.

Statement 4 - I think that this table is high quality.

Statement 5 - I think that this table is authentic.

These statements measure a participant's willingness to purchase the table, as well as his/her perceptions of the table's value. Statements were adopted from previous product perception and purchase intention studies (Newman & Dhar 2014; Johansson, Douglas & Nonaka 1985). Only five statements were presented in order to prevent participants from losing attention and consequently diluting the effects of the prompt. After responding to the five statements, participants answered standard demographic questions on age, gender, income and level of education.

3.1.3 Results & Preliminary Discussion

In order to test hypothesis 1— that consumer judgments will be most favorable when information is given about the producer— and hypothesis 2— that consumers judgments will be more favorable when information about the place of production is given than when no information about production is given at all— we ran a two-way ANOVA test on the data. Questions on purchase intention, quality and authenticity were combined to produce a consumer judgment composite score ($\alpha = 0.89$, $M = 6.3$, $SD = 1.7$).

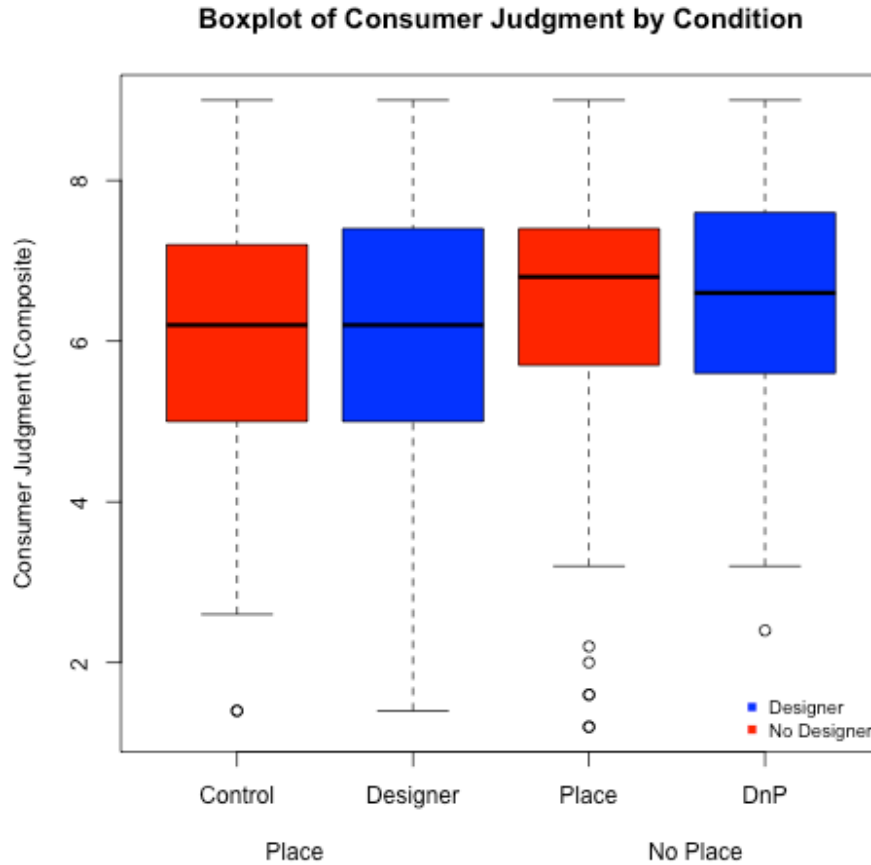


Figure 1: Boxplot of consumer judgment by condition. Note that the term 'Designer' refers to the producer only condition, the term 'Place' refers to the place of production only condition, and the term 'DnP' refers to the producer & place of production condition.

The ANOVA test for this composite found place of production to be the only factor that had a significant effect on consumer judgment ($F(1, 396) = 4.971, p = 0.0263$).

Welch two sample t-tests were then performed to determine which pairs of conditions showed a statistically significant difference in mean consumer judgments. These tests showed that consumer judgments were more favorable when producer and place of production information was given as compared to when no information was given ($M_{control} = 6.078, M_{producer\&place} = 6.542, p = 0.04481$). These results do not support hypothesis 1, but they do in part

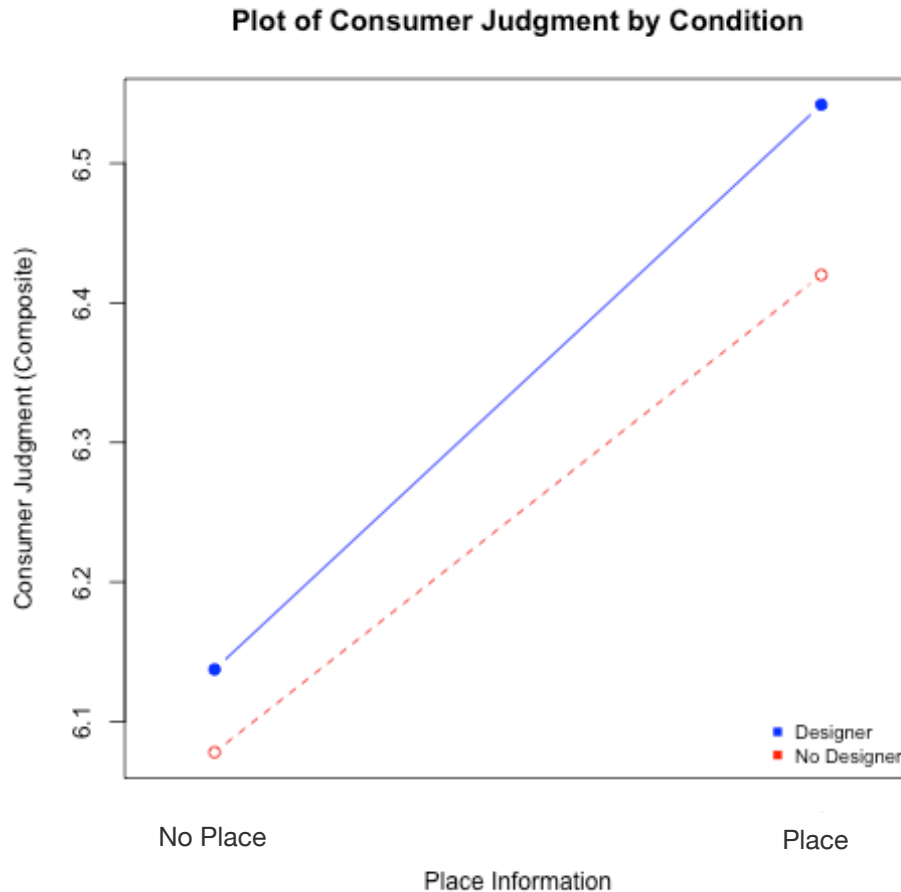


Figure 2: Plot of consumer judgment by condition. This plot shows that consumer judgments of the product were more favorable when place information was given.

support hypothesis 2. While consumer judgments were not shown to be significantly affected by producer information, they were shown to be positively affected by place of production information.

In addition to the condition effects, analyses run on the demographic data also produced interesting findings. Age, education and income were found to have slightly negative correlations with consumer judgments ($r_{age} = -0.117$, $r_{education} = -0.114$, $r_{income} = 0.072$). A general linear model predicting the composite score showed that age is a significant predictor of consumer

judgments ($\hat{y} = -0.015, p = 0.042$). As age increases, consumer judgments of the table decrease.

A Welch sample t-test showed no difference in consumer judgments between the sexes ($M_{women} = 6.222, M_{men} = 6.338, p = 0.5126$).

3.2. Study 2

Since the previous study found place of production to be the only factor that influenced consumer judgment, we want to know more about the effects of place of production information. In study 2, we aim to determine if and how uncertainty about where a product is made affects consumer judgment. We predict that uncertainty about the place of production will undo the favorable consumer judgment effects found in the Place of Production condition in study 1.

3.2.1 Participants

Data was collected on a sample of 392 participants (201 men, 191 women, $M_{age} = 37.72$, age range: 20-73 years), who were recruited online via Amazon's Mechanical Turk platform. Participants were told that they would be completing a survey on consumer perceptions. Participants were randomly assigned to one of four conditions, with 98 participants in each condition. After being assigned, participants were redirected to an external Qualtrics survey based on their condition, where they then completed the study. 466 participants were originally recruited for the study. 74 participants were excluded from the final analysis due to their failure to adequately complete the screening questions that filtered for automated software and non-U.S. IP addresses. The remaining sample size of 392 reflects this removal. All participants were compensated for their participation upon completion.

3.2.2 Design, Procedure & Measures

The experiment contained four conditions, each with one variant of the experimental manipulation, i.e. the description of the producer presented in the prompt. After completing the screening questions, participants were randomly assigned to one condition. Each participant was presented with an image of a table (*see Appendix Figure A*) and an accompanying prompt about the table’s production. The table in study 2 is the same table that was used in study 1. The prompts were as follows:

Condition	Stimuli
Control	This handcrafted table pairs a solid marble top with wood veneer legs.
Place A Condition	This handcrafted table, made in Stonebury, Maine, pairs a solid marble
Place B Condition	This handcrafted table, made in Berrystone, Massachusetts, pairs a solid marble top with wood veneer legs.
Uncertainty Condition	This handcrafted table, made in either Stonebury, Maine, or Berrystone, Massachusetts, pairs a solid marble top with wood veneer legs.

Table 3: Prompts given in each condition.

As in study 1, participants were randomly assigned to one of four conditions. We expect to replicate the results found in study 1 with the Control, Place A and Place B conditions, as they are identical to the previous Control and Place of Production Only conditions. Thus, the key condition in this study is the Uncertainty condition, in which the participant doesn’t know which of the stated locations the product came from.

We asked study 2 participants the same questions from the previous study, in addition to several questions about essence. Participants in the Place A (Stonebury, Maine) condition were

first asked if they believed the table contained a “special quality or essence” of Stonebury, Maine. Then, they were asked if they believed the table contained a special quality to essence of Berrystone, Massachusetts— a place that was previously unmentioned in the study. Participants in the Place B (Berrystone, Massachusetts) condition were asked the same questions in the reverse order. Participants in the Uncertainty condition were asked the same questions, though their order of appearance was randomized. These questions about essence were included to study the contagion effect’s role in influencing participant consumer judgments.

3.2.3 Results & Preliminary Discussion

In order to test hypothesis 3— that consumers judgments will be most favorable when the place of production is certain— we ran two one-way ANOVA tests on the data. The first test was to determine if there was a difference in purchase intentions across conditions; the second was to determine if there was a difference in perception of place-based essence across conditions. Questions on purchase intention, quality and authenticity were combined to produce a consumer judgment composite score ($\alpha = 0.89$, $M = 6.1$, $SD = 1.7$). The ANOVA test for this composite found no significant difference in scores across conditions, $F(3, 392) = 0.845$, $p = 0.47$. The ANOVA test for essence also found no significant difference across conditions, $F(3, 392) = 0.536$, $p = 0.658$. These two results do not support our hypothesis.

It is worth noting that responses to the essence questions were fairly neutral ($M = 5.15$, $SD = 1.91$). There are two possible explanations for this: either a) people believe the essence of a product’s place of production is only moderately infused into that product (or at least, such is the case for the stimuli in this study), or b) the questions we used did not accurately capture people’s beliefs about essence. As the body of research discussed in the introduction of this paper supports

the idea that people believe in place-based essence, this null result should be viewed cautiously. Future studies should explore subtler manipulations and differently worded essence questions before strong conclusions are drawn.

While there were no significant effects of the uncertainty manipulation, there were demographic differences in the data. A general linear model found that age was a significant predictor of our consumer judgment composite score ($p = 0.0165$). A correlational analysis showed that older participants had less favorable judgments of the table ($r = -0.120$). Additionally, a general linear model predicting essence found both age and gender to be significant predictors ($p_{age} = 0.0495$, $p_{gender} = 0.0389$). Place-based essence beliefs decreased as age increased ($r = -0.077$), and women had slightly stronger place-based essence beliefs than men ($M_{men} = 4.960$, $M_{women} = 5.324$).

4. Discussion

4.1. General Discussion

In study 1, we looked at how information about an item's production affects consumer judgments—willingness to pay, perceptions of value and authenticity, etc. To do this, we compared the effects of producer information only, place of production information only, producer and place of production information and no production information. While we expected to find that information about the producer (ie. the person who created the product) had the greatest positive effect on consumer judgments, we instead found that the only factor that affected consumer judgments was the place where the product was produced. Crucially, this effect was found although participants were unfamiliar with the specific place of production

given in the vignettes, as it does not exist. There are two explanations for this finding: either consumer judgments are influenced by the mere ideation of a place (an interesting proposition, since all products must be produced somewhere), or participants used their knowledge of Maine to form perceptions about the imaginary town of Stonebury.

The implications that the above results suggest for the marketing community are worth noting. If future studies replicate our findings, then marketers should include more references to place of production in their marketing strategies. This takeaway validates the advertisement tactics that many luxury brands have been utilizing for decades— paying homage to the places where their brands originated. Consumers have been dazzled by German-made cars and Italian handbags, and the results of this study help to explain why. However, before capitalizing on place of production, advertisers should consider the age demographic of their target customer, as the analyses above suggest older consumer segments might be less susceptible to this effect.

In study 2, we compared consumer judgments of products when their place of production was certain to when it was not. Given that place of production information yielded higher consumer judgments in study 1, we expected the lack of certainty about place of production would yield lower consumer judgment scores. However, this was not the case. Participants' perceptions of product value, authenticity, and essence were the same across varying levels of certainty. There are two possible explanations for this finding: either, again, the mere mention of place in a product's description yields higher consumer judgments of that product, or participants perceived the imaginary towns in Maine and Massachusetts to be similar.

While the essence scores were relatively neutral, it is interesting to note that women had greater essence beliefs than men. If future studies find similar effects, marketers should consider gender demographics when utilizing the essence effect in their advertisements.

4.2. Limitations & Future Directions

One limitation of this study is that it was conducted online. While online shopping is becoming increasingly popular, the majority of sales are still conducted in brick and mortar locations. The differences in online versus in person consumer perceptions have not been well documented. Thus, the findings of this study may not be applicable to in-person consumer choices, and future studies should explore these effects in the lab.

Another limitation of this study is the product that was chosen for the conditions, i.e. the “table”. As the study was only conducted for one product, it is unknown whether or not the results would vary for other items. Future studies should repeat the study for other product categories, to determine if the findings are consistent. For the same reason, researchers should also test to see if varying the place of production or the name of the producer has a significant effect on the study results.

A limitation that pertained particularly to study 2 was the use of two locations (a non-existent town in Maine and a non-existent town in Massachusetts) that could be perceived by participants as similar. Future studies looking to measure the effect of certainty of place of production on consumer judgments should test multiple locations, especially ones that are dissimilar across many factors.

Future directions for the study of production effects on consumer preferences can include different product narratives and more fleshed out conceptions of production information. It would be interesting to compare the results of this study to one in which the product was presented as luxurious, for example. In such a case, one could easily hypothesize that the information given on the production may weigh more on the consumer's perception of the product. Additionally, a study that provides an image of or more background on the producer or place of production may yield different results— imaginably effects of more significance than the ones identified here.

4.3. Conclusion

Although there is a vast literature on consumer behavior, decision making and the retail context, many questions remain about the mechanisms through which extrinsic attributes of products influence our will to purchase. While the studies outlined in this paper hopefully aid in answering some of these questions, there are still many interesting avenues of inquiry for researchers to pursue— and marketers to learn from.

Author Contributions

I.G. and G.N. conceived, designed and planned the experiments. M.H. conducted the experiments on Amazon's Mechanical Turk platform. I.G. analyzed the data and interpreted the results, with guidance and assistance from G.N and M.H. I.G. wrote the final manuscript. G.N. supervised the project. All authors contributed to the execution of this research and were crucial to the final production of this manuscript.

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Appendix



Figure A - Image of “the table”, which participants were presented with in all four conditions of Study 1 and Study 2.

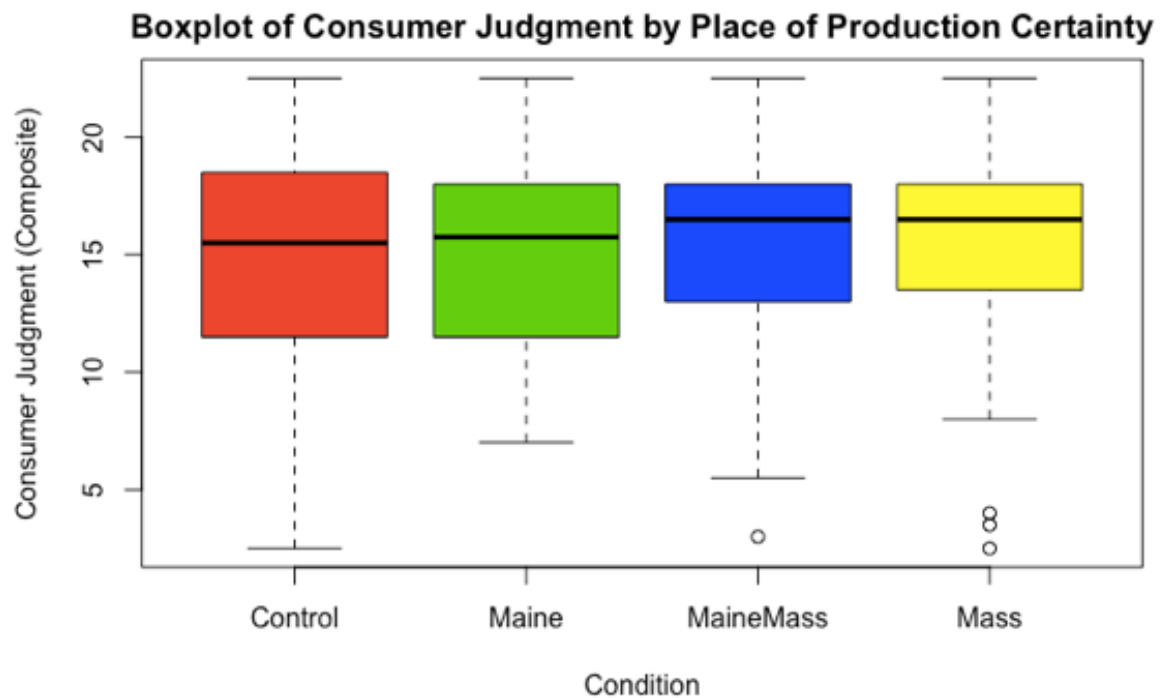


Figure B: Boxplot of Consumer Judgment as predicted by the amount of certainty regarding place of production (Study 2). The Maine and Mass conditions represent certainty about place of production, whereas the MaineMass condition represents uncertainty.