

Being Informed or Getting the Product? How the Coexistence of Scarcity Cues and Online Consumer Reviews Affects Online Purchase Decision

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Appendix (available online via <http://link.springer.com>)

Online Appendix

The following online appendix includes a complete outline of the online experiment. The page numbers refer to Figure 3 shown in the manuscript.

Page 1: Welcome Page

Welcome to the experiment and thank you for participating!

On the next pages, you will see a fictive online shopping situation and you will be asked to buy a product. Please read all information provided during the experiment carefully and try to immerse yourself into the situation as good as possible.

Please be aware that your payment depends on your decisions and answers during the experiment. For participating in the survey, you will automatically receive \$0.1 as payment.

In addition, this experiment also includes control mechanisms to check your attention. Depending on your decisions during the experiment and answers to the attention checks, you will receive an additional bonus of up to \$1.0.

All data collected will be held anonymously and will be used for academic research purposes only.

I understand that my payment is variable and depends on my attention and decisions

Page 2: Scenario Description

The online shopping situation:

Imagine that your employer has instructed you to work more from home due to the pandemic. Your work especially involves a lot of online meetings and tasks where you have to concentrate a lot. Thus, in order not to be disturbed by a noisy environment, you decided to buy new noise-cancelling headphones.

On the next page, you will see a typical online shopping website similar to amazon.com. On this page, you have to **choose between two different headphones offered**.

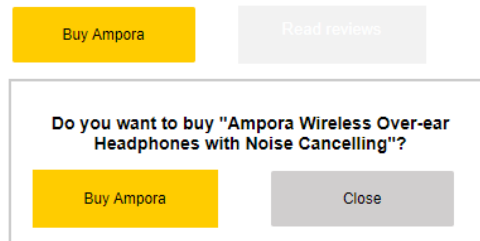
Please note: **There are four buttons on the next page and all of them are interactive**.

To start the experiment, please confirm that you have read and understood the instructions.

I have read and understood the instructions


Page 3: Purchase Page

Please note that we also varied the position of the scarce product (right/left) on the purchase page which will not be shown in detail. Further, we implemented the following pop-up window for each treatment to ensure that participants do not accidentally click on the purchase buttons. Thus, participants can either confirm their purchase decision or go back to the page.



Page 3a: Scarcity-Treatment

Please buy one of the two headphones displayed below.



Ampora Wireless Over-ear Headphones with Noise Cancelling
\$129.99

Customer reviews
★★★★☆ 4.6 out of 5
9 global ratings

5 star	67%
4 star	22%
3 star	11%
2 star	0%
1 star	0%

In stock.

[Buy Ampora](#) [Read Reviews](#)



Tunemo Noise-Cancelling Headphones, Over-ear, Wireless
\$129.99

Customer reviews
★★★★☆ 4.6 out of 5
9 global ratings


5 star	67%
4 star	22%
3 star	11%
2 star	0%
1 star	0%

Only 2 left in stock. Order soon.

[Buy Tunemo](#) [Read Reviews](#)

Note: If participants click on “Read Reviews”, the site expands as follows:

Please buy one of the two headphones displayed below.



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\$129.99

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3 star	11%
2 star	0%
1 star	0%

In stock.

[Buy Ampora](#) [Read Reviews](#)

Customer reviews for Ampora:

- David** ★★★★★
Even after months, the battery life is amazingly long!
- Benjamin** ★★★★★
Of all headphones I ever owned, this model has the best sound quality!
- Daniel** ★★★★★
Amazing sound! They come with a protective hard case, but I do not like the color of the hard case.
- Vanessa** ★★★★★
Best headphones ever and it's so easy to switch between different devices.
- Jonas** ★★★★★
Good Headphones, but they do not fit on the small head of my 5 year old daughter.
- Andrea** ★★★★★
The quick charge mode really helps a lot and the required cable is already included.
- Luís** ★★★★★
I must say that I really love the noise cancelling function and it is working perfectly.
- Christian** ★★★★★
Amazing quality and the integrated microphone works really well!
- Karen** ★★★★★
I love these headphones! Fast delivery, but there was a lot of packaging material.



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2 star	0%
1 star	0%

Only 2 left in stock. Order soon.


[Buy Tunemo](#) [Read Reviews](#)

Customer reviews for Tunemo:

- Susan** ★★★★★
Battery life was good at the beginning, but after a few months it decreases.
- Tyler** ★★★★★
Good quality. However, it's sometimes difficult to connect them with more than one device.
- Scarlett** ★★★★★
Good sound! I also like the hard case as it protects the headphones very well and it has a nice color.
- Ethan** ★★★★★
The noise cancelling function is very useful and it is functioning pretty good.
- Jason** ★★★★★
I like these headphones. Unfortunately, they do not fit on my 6-year old son's head.
- Heather** ★★★★★
Good headphones, however I've sometimes issues with the microphone.
- Skyler** ★★★★★
Good headphones! They were delivered really fast and were well protected by the packaging material.
- Katy** ★★★★★
I like the quick charge feature. Unfortunately, it requires an additional cable that is not included.
- Mike** ★★★★★
I really like the sound of this model, even though my last headphones had a slightly clearer sound.

Page 3b: Non-Scarcity Treatment

Please buy one of the two headphones displayed below.




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9 global ratings

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4 star	22%
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2 star	0%
1 star	0%

In stock.

[Buy Ampora](#) [Read Reviews](#)



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4 star	22%
3 star	11%
2 star	0%
1 star	0%

In stock.

[Buy Tunemo](#) [Read Reviews](#)

Note: If participants click on “Read Reviews”, the site expands as follows:

Please buy one of the two headphones displayed below.



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\$129.99

Customer reviews
★★★★☆ 4.6 out of 5
9 global ratings


5 star	67%
4 star	22%
3 star	11%
2 star	0%
1 star	0%

In stock.

[Buy Ampora](#) [Read reviews](#)

Customer reviews for Ampora:

- Andria**
★★★★★
The quick charge mode really helps a lot and the required cable is already included.
- Daniel**
★★★★☆
Amazing sound! They come with a protective hard case, but I do not like the color of the hard case.
- Benjamin**
★★★★★
Of all headphones I ever owned, this model has the best sound quality!
- Karen**
★★★★☆
I love these headphones! Fast delivery, but there was a lot of packaging material.
- Christian**
★★★★★
Amazing quality and the integrated microphone works really well!
- David**
★★★★★
Even after months, the battery life is amazingly long!
- Jonas**
★★★★☆
Good Headphones, but they do not fit on the small head of my 5 year old daughter.
- Vanessa**
★★★★★
Best headphones ever and it's so easy to switch between different devices.
- Luisa**
★★★★★
I must say that I really love the noise cancelling function and it is working perfectly.



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Good sound! I also like the hard case as it protects the headphones very well and it has a nice color.
- Ethan**
★★★★★
The noise cancelling function is very useful and it is functioning pretty good.
- Susan**
★★★★☆
Battery life was good at the beginning, but after a few months it decreases.
- Mike**
★★★★★
I really like the sound of this model, even though my last headphones had a slightly clearer sound.
- Heather**
★★★★☆
Good headphones, however I've sometimes issues with the microphone.
- Jason**
★★★★☆
I like these headphones. Unfortunately, they do not fit on my 6 year old son's head.
- Kelly**
★★★★★
I like the quick charge feature. Unfortunately, it requires an additional cable that is not included.
- Skyler**
★★★★★
Good headphones! They were delivered really fast and were well protected by the packaging material.
- Tyler**
★★★★★
Good quality. However, it's sometimes difficult to connect them with more than one device.

Bridging Page

Thank you for purchasing the Ampora headphones!


In the following, we will ask you some questions about your purchase decision.

Next

Note: If participants choose the other headphones (i.e., Tunemo), “Ampora” is replaced by “Tunemo”.

Page 5: Willingness-to-pay

Please state the amount you would have been maximally willing to pay based on the information provided for both headphones (**independent of the actual prices shown before**).




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9 global ratings

5 star	67%
4 star	22%
3 star	11%
2 star	0%
1 star	0%

In stock.

What is the maximum amount you would have been willing to pay for the Ampora headphones? (In USD)



Tunemo Noise-Cancelling Headphones, Over-ear, Wireless

Customer reviews
★★★★☆ 4.6 out of 5
9 global ratings

5 star	67%
4 star	22%
3 star	11%
2 star	0%
1 star	0%

Only 1 left in stock. Order soon.

What is the maximum amount you would have been willing to pay for the Tunemo headphones? (In USD)

Next

Note: This Figure is shown in the scarcity treatment only. In the non-scarcity treatment, “In Stock” is displayed instead of the scarcity cue.


Page 6: Attention Check Questions

In the following, we want to check your attention during the purchase process. Hence, please state whether the following statements are true or false.

	True	False	I cannot remember
The price of the headphones you chose was \$99.99	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One of the headphones displayed before was indicated to run out of stock.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Both pairs of headphones have a noise cancelling function.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Page 7: Processed Textual Review Information




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 9 global ratings

5 star	67%
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1 star	0%

Only 1 left in stock. Order soon.

Please try to assign the attributes listed below to the appropriate product.

	Ampora	Tunemo	Ampora and Tunemo	Attribute not mentioned	I cannot remember
The microphone works properly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery life is decreasing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The headphones come with a hard case.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connectability with multiple devices is difficult.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easily usable quick charge function.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside voice call quality is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Note: This Figure is shown in the scarcity treatment only. In the non-scarcity treatment, “In Stock” is displayed instead of the scarcity cue.

Page 8: Emotional Perception

How did you feel during the decision process?

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
It was easy for me to choose between the two headphones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt stressed during the purchase process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was afraid that my preferred headphones were going to be sold out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Page 9: Familiarity

All of the remaining questions do not refer to the experiment situation anymore. Instead they refer to you and your personal experience. Please answer them accordingly.

What is your experience with noise-cancelling headphones?

- I own noise-cancelling headphones.
- I am planning to buy noise-cancelling headphones.
- I am not interested in noise-cancelling headphones.

How often do you shop online?

- Daily
- Weekly
- Monthly
- Rarely

How often do you read online reviews when deciding on making an online purchase?

- (Almost) Every Time
- In more than 50% of my online purchases
- In less than 50% of my online purchases
- Never

Next

Page 10: Persuasion Knowledge

How strongly do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I know when an offer is "too good to be true".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can tell when an offer has strings attached.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have no trouble understanding the bargaining tactics used by salespersons.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know when a marketer is pressuring me to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can see through sales gimmicks used to get consumers to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can separate fact from fantasy in advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Page 11: Sociodemographics 1

What is your gender?

- Male
- Female
- Other

What is your age?

- 19 years or younger
- 20 to 29 years
- 30 to 39 years
- 40 to 49 years
- 50 to 59 years
- 60 years or older

Which is the country, you are currently living in?

Next

Page 12: Sociodemographics 2

What is the highest educational qualification you have?

- Less than high school diploma
- High school diploma or GED
- Some college, but no degree
- Associates degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate or PhD

What is your total annual pretax income?

- Less than \$10,000
- \$10,000 - \$25,000
- \$25,001 - \$40,000
- \$40,001 - \$55,000
- \$55,001 - \$70,000
- \$70,001 - \$85,000
- \$85,001 - \$100,000
- Above \$100,000

Next
