What Motivates the Purchase of Upcycled Products?

Quantitative Exploration of Motives for Purchasing Upcycled Products

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Executive Summary

Upcycling enjoys an increasing importance as a concept of waste avoidance and as a supplier of high quality and environmentally friendly products. This study sets out to identify the main motives of purchasing upcycled products and their relative importance in a controlled quantitative experiment with two different conditions (purchase for oneself vs. as a gift) and two different product categories. The results suggest the design/looks, the creativity/innovation, the quality and the good environmental and social cause as the main motives. The aesthetic features and the quality seem more important for the "gift" condition, and the support of a good cause has a higher importance for the "self" condition. No significant differences regarding the willingness to pay and the purchase intention were found between the different conditions. The main findings are in line with the existing literature on ethical products and are condensed in practical implications for managers.

1. Introduction

Huge piles of non-recyclable waste require gigantic incineration plants in the world's megacities. All this has severe effects on the environment and on society. Nowadays, however, many new and trendy initiatives try to tackle these problems and propose ways of avoiding the accumulation of waste. One example for such a concept is "upcycling". Based on the book "Cradle to Cradle: Remaking the Way We Make Things" by William McDonough and Michael Braungart, Wikipedia (2014) defines the term upcycling as „... the process of converting waste materials or useless products into new materials or products of better quality or for better environmental value."

2. Problem Definition and Respective Approach

As a relatively new concept, upcycling faces the challenge of lack of evidence-based research and a general ignorance about how it is perceived by consumers. With so little knowledge available to managers, any marketing activities are jeopardized and represent a considerably high risk. Every company engaging in upcycling is, or should be, asking itself what defines their target market and how to communicate with its customers.

In this context, the research question of this study was: "What are the motives for purchasing upcycled products and what is their relative importance?" More specifically, the objective was to understand whether there are any differences in motives between a purchase for oneself and a purchase intended as a gift. Consequently, a controlled experiment with two treatment groups was conducted, with the main focus on a quantitative exploration of the three dependent variables: motives, purchase intention and willingness to pay. In order to make the experiment as realistic as possible, personal standardized face-to-face interviews were chosen as a research method. The fact that the participants could see, feel and try out the real upcycling products was intended to evoke stronger feelings and motives than showing pictures of the products in an electronic (internet) survey (Malhotra, 2010). The possible downsides of interviewer errors and an unwillingness error due to the interview situation were accepted (Malhotra, 2010).

During the interview, which took approximately 12 minutes, the interviewers guided the participants through the questionnaire. There were both quantitative and qualitative survey items integrated in order to find out about the motives. A blank questionnaire can be found in the Appendix. The independent variable "purchase reason" was integrated on two levels. On a between-subject level, there were two different versions of the questionnaires according to the two conditions (purchase for oneself vs. as a gift for others). The method of priming, i.e. the activation of a node in the memory (Hoyer/MacInnis, 2007), was used to put the participants into one or the other condition. On a within-subject level, two different product categories were tested: a laptop-bag made out of old bicycle tires (hedonic good) and a hook made out of an old fork (utility gadget). These two unisex products were used in order to avoid an influence of gender on the responses. The interviewers randomly assigned the two conditions and also randomized the order of the two products.

As the participants were limited to German speaking people living in Austria, the questionnaire and the interviews were in German. Two Austrian interviewers, Eva Marckhgott and Christoph Hahn, conducted the fieldwork. There were five locations preselected for the interviews:

- WU Campus
- Stadion Center (shopping mall)
- Wien Westbahnhof (train station)
- Vienna private
- Linz private

The participants were chosen by the interviewers with the objectives to achieve at least 30 students and 30 non-students. In total, the sample consisted of 32 students and 34 non-students, 48 % being female and 52 % male.

Figure 1 shows the occupation of the respondents in percent.

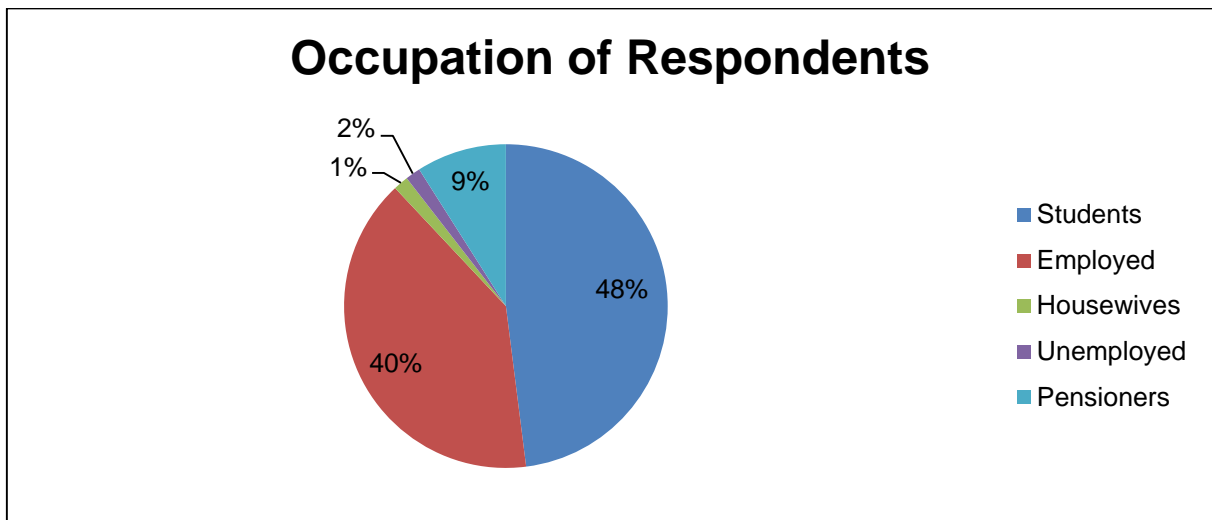*Figure 1: Occupation of Respondents*

The age of the respondents ranged from 14 to 76 years with a mean age of 31 years. As can be seen in Figure 2, the sample consisted primarily of young respondents and is not representative of the population. However, as the target group for upcycling products is rather young, the age pattern of the sample is assumed to be meaningful.
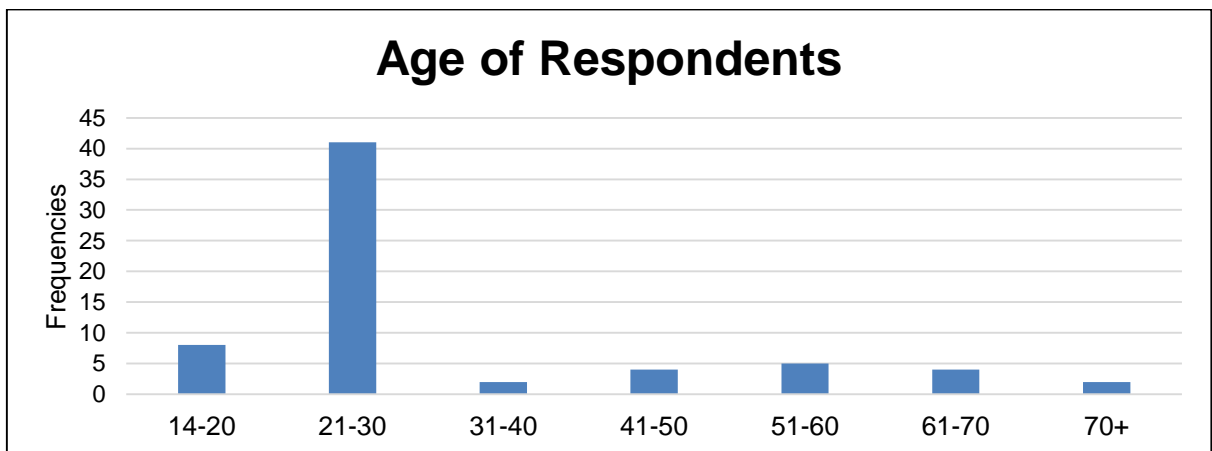
Figure 2: Age of Respondents

From all the people interviewed, 21**%** had heard of the term "upcycling" before. All of those people correctly defined the concept. 27% of the respondents have already bought an upcycled product. Other control variables included the net income of the participants, the location of the interviews, the date, and the interviewer. However, as there were hardly any influences of these variables found, they will not be included in the further analysis.

In the following chapter, the detailed results of the survey are presented. The emphasis is put on three main topics: motives, purchase intention and willingness to pay. Chapter 5 presents the limitations of the research project. Finally, chapter 6 provides a conclusion and recommendations for managers.

3. Results

This chapter describes in detail the main findings of the study.

3.1. Motives

3.1.1. Open-ended Questions

In order to detect motives to buy and not to buy the two products, projective techniques were used. The respondents were asked to complete the two sentences "People would buy this product, because …" and "People would not buy this product, because …". The answers were categorized afterwards. The following figures show the frequencies of the stated motives.
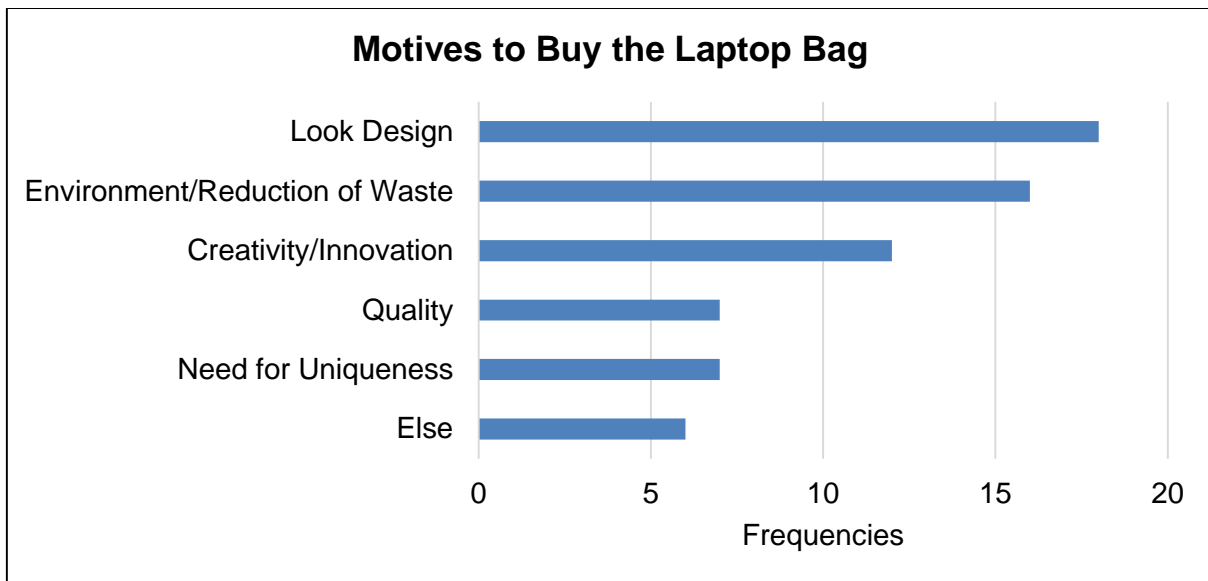
Figure 3: Motives to Buy the Laptop Bag
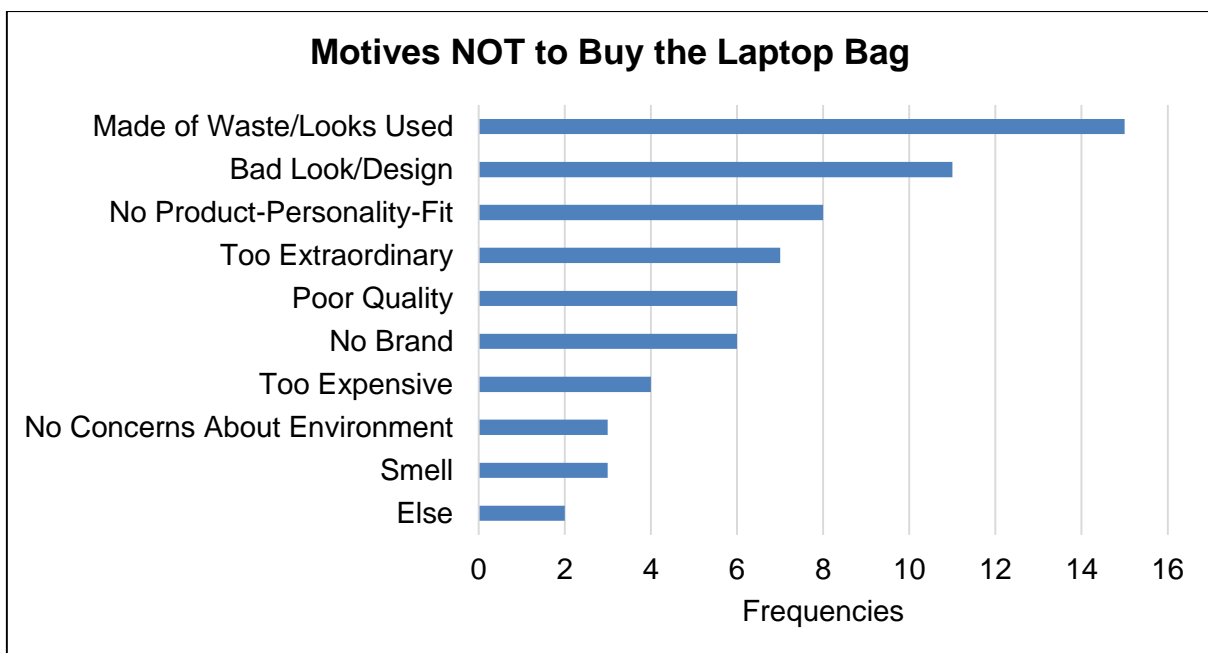
Figure 4: Motives Not to Buy the Laptop Bag
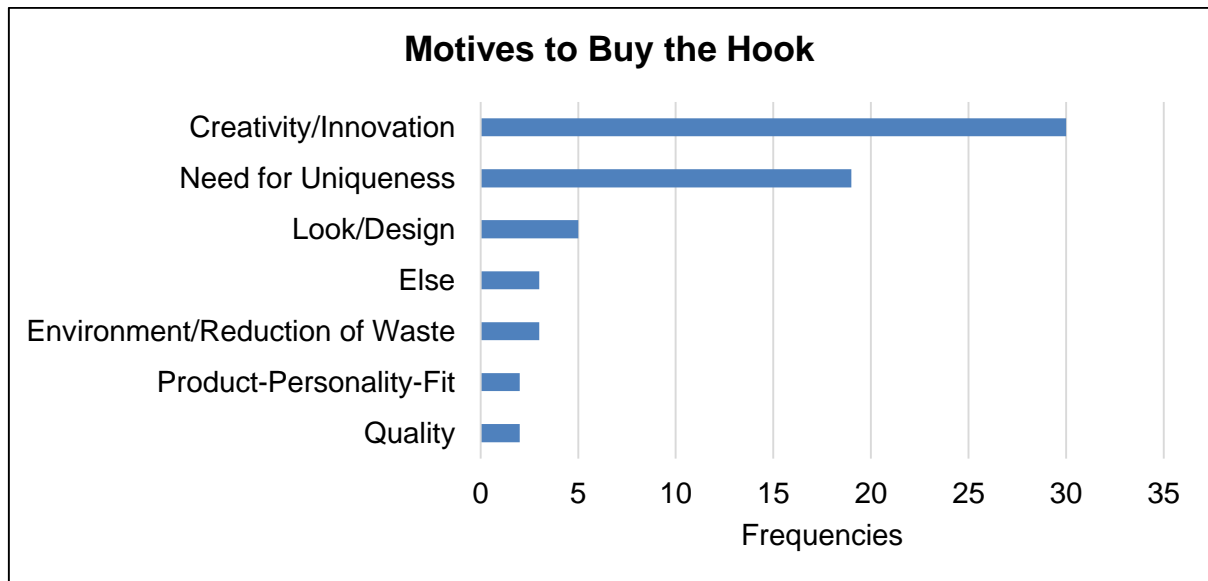
Figure 5: Motives to Buy the Hook
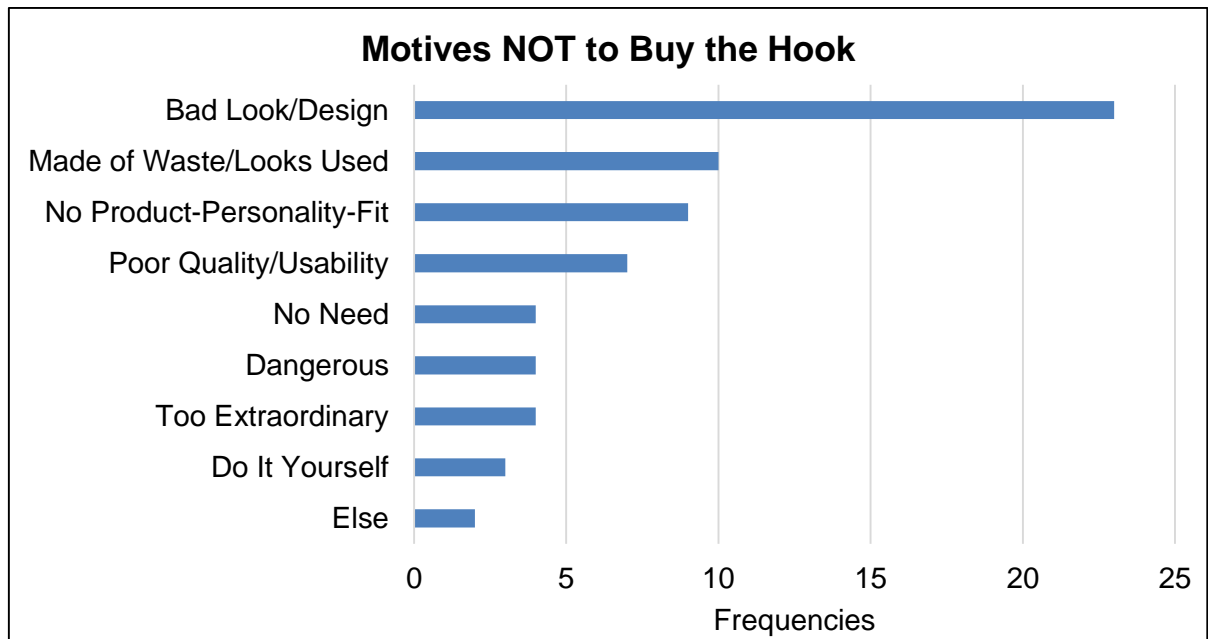
Figure 6: Motives Not to Buy the Hook

3.1.2. Closed-ended Questions

In addition to the open-ended questions, also closed-ended questions were integrated in the questionnaire. The interviewers read out statements to the respondents and asked them to state both their agreement (on a 7-point Likert scale) and the importance of the statement (on a 7-point semantic differential scale). The latter can be extracted from Figure 7 and Figure 8.

Figure 7: Importance of Motives – Laptop Bag
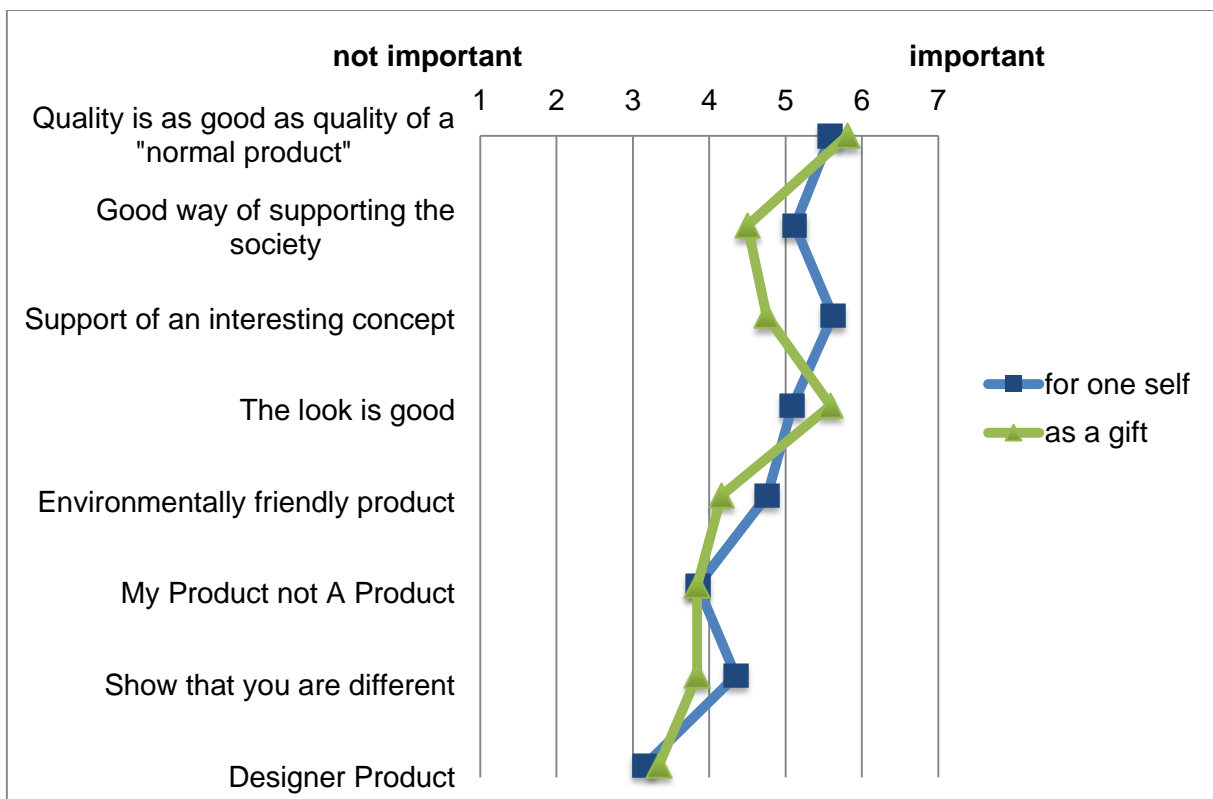
Figure 8: Importance of Motives – Hook

3.1.3.   Impact of Conditions on Purchasing Motives and Respective Importance

Ho: $\mu_{i,\ self} = \mu_{i,\ gift}$

Where

- μ represents the mean score of a given motive (i) on a 7-point Likert scale
- i represents each one of the suggested motives

Regarding the motives that could influence the purchase there were no significant differences found, meaning that both the bag and the hook are not perceived in different ways depending on whether they were purchased as gifts or not (t-test; p>0.05).

Ho: $\mu_{i,\ self} = \mu_{i,\ gift}$

Where

- μ represents the mean importance attributed to a given motive (i) on a 7-point semantic differential scale
- i represents the importance of each one of the suggested motives

However, significant differences regarding the importance of these same motives were found depending on the condition that the respondents were assigned to.
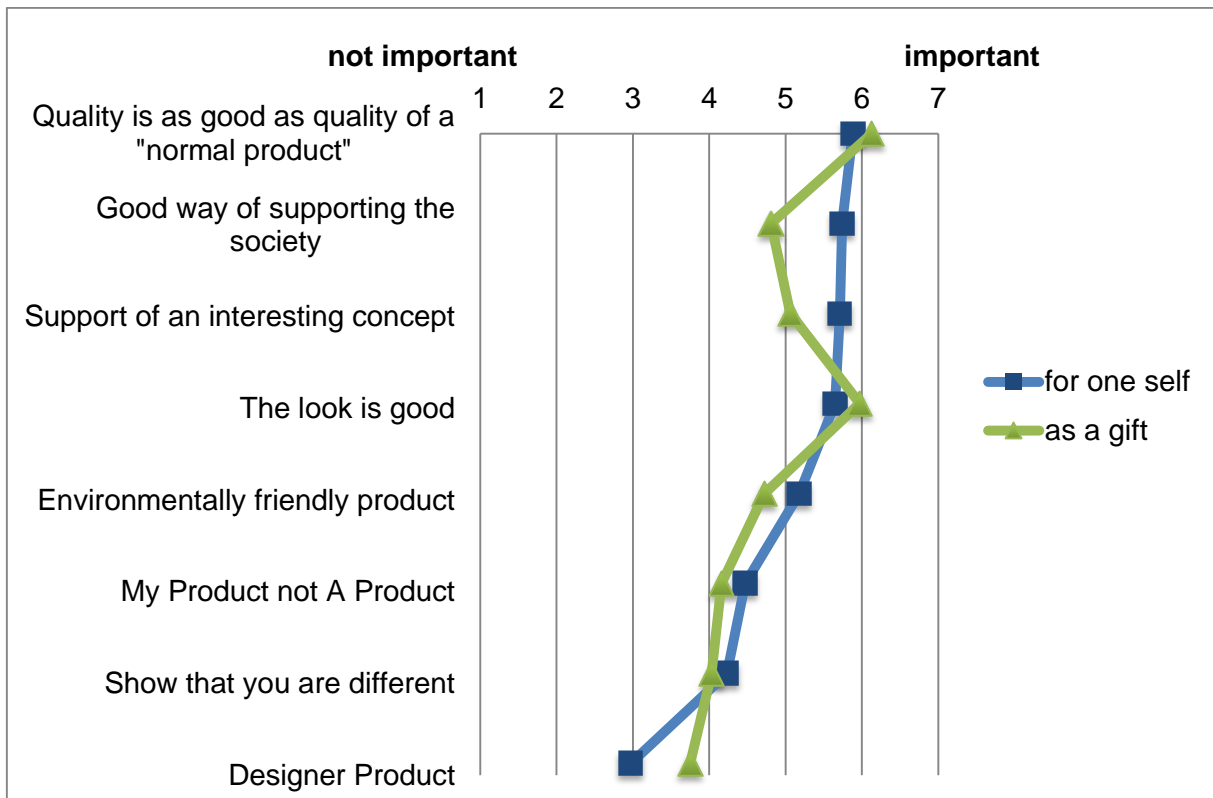
Laptop Bag:

Respondents buying the laptop bag for themselves were more concerned about ethical motives than those buying it as a gift. People in the "self" condition tended to attribute a higher importance to supporting an interesting concept (MWW-test; p=0.071), but most surprising was the clear difference found in the importance to help society (MWW-test; p=0.05), about which, once again, people in the "gift" condition were not so interested.

On the other hand, people who imagined they were buying it as a gift by trend attributed a higher importance to the fact that it was a designer product (MWW-test; p=0.084), even though both groups did not attribute a high importance to it.

Hook:

When it comes to the hook, only one slight difference between conditions was found. The people assigned to the "self" condition, just as in the case of the bag, tended to attribute a higher importance to supporting an interesting concept (MWW-test; p=0.098).

Interestingly, the two other motives for which differences were found when purchasing the bag became meaningfully less important. The need to support society has a level of significance of 19.8% and being a designer product is unquestionably irrelevant (MWW-test; p=0.910).

The dissimilarities between the two products might be explained by numerous factors and the true reason for these results can only be assessed through further research. It would be important to know whether the differences are category or product related.

Another aspect that could be of interest is that in both conditions there is a tendency towards a higher importance of obvious characteristics of the product (i.e. they can be seen at first sight such as quality, looks and design) for the "gift" condition. In the "self" condition, however, the good cause (support of the society and the environment) seems to be more important for the respondents. Still, as these tendencies do not show significant results, further research should be done to verify their relevance.

3.2. Purchase Intention and Willingness to Pay

3.2.1. Purchase Intention

The respondents were asked to state their purchase intention for both products on a scale from 1 "very unlikely" to 7 "very likely. Table 1 shows the means for both products and both conditions.

	Laptop Bag	Hook
For oneself	4.24	3.62
As a gift	4.66	3.47

Table 1: Purchase Intention

3.2.2. Willingness to Pay

Furthermore, the respondents were asked, how much they would be willing to pay for the products. As can be seen in Table 2, the mean willingness to pay stated by the respondents is far beneath the actual price.

	Laptop bag	Hook
For oneself	€ 28.44	€ 5.44
As a gift	€ 31.25	€ 6.09
Actual price	€ 59.00	€ 12.00

Table 2: Willingness to Pay

3.2.3. Impact of Conditions on Willingness to Pay and Purchase Intention

Ho: $\mu_{PI,\ self} = \mu_{PI,\ gift}$

Where

- μ represents the mean purchase intention on a seven-point semantic differential scale for each product

and

Ho: $\mu_{WTP,\ self} = \mu_{WTP,\ gift}$

Where

- μ represents the mean price respondents would be willing to pay for each product

This experiment did not reveal any significant differences for any of the products regarding the treatment the respondents were subjected to, i.e. the fact that one given respondent was assigned the "gift" version or the "self" version did not have an impact on their stated levels of willingness to pay and purchase intention (t-test; $p > 0.05$).

4. Relationship between Willingness to Pay, Purchase Intention and Motives

In order to analyze to what extent the motives, the willingness to pay and the purchase intentions are related to each other, correlations were ran between the variables for both products. The results are as follows.

4.1. Laptop Bag

Contrary to expectations, the willingness to pay and the purchase intentions are only weakly correlated (r = 0.38). The willingness to pay is only slightly correlated to two of the remaining fields, which to some extent supports the theory that suggests that people state what they believe to be the "fair price", rather than what they would actually pay for it if they had the chance to.

Another 22 significant correlations between the motives, the importance of motives, the willingness to pay and the purchase intention were discovered. The strongest correlation was found between the importance of the statement "Environmentally friendly product" and the importance of the statement "Support of an interesting concept" (r=0.55).

Table 3 in the Appendix comprises all the significant correlations.

4.2. Hook

Unlike with the laptop bag, the respondents' willingness to pay and purchase intention for the hook are more strongly correlated (r = 0.59), which raises interesting questions regarding the motives that may have originated it. Perhaps it is the lower perceived value of the hook or the fact that this product was less popular than the bag that allowed respondents to give more consistent answers, however, further research would have to be conducted in order to understand such phenomena.

Besides this relationship, 53 others were found between willingness to pay, purchase intention and statements or importance of statements. The highest correlations were discovered between the purchase intention and the statement "The look is good" (r = 0.73), the importance of the statements "Support of an interesting concept" and "Good way of supporting the society" (r = 0.60).

Table 4 in the Appendix shows all the significant correlations.

5. Limitations and Caveats

First of all the results might not be a correct representation of reality because of the small sample size. Furthermore, the research was conducted with no specific target customers in mind and therefore it can only be stated that it applies to the general public, which might not be representative of the target customers for upcycling products. That also raises issues concerning the validity of the answers. Given that most respondents never acquired such products, their answers may have been based on their attitudes towards non-upcycled products.

In addition to this, on the one hand, the face-to-face interviews were helpful because they provided the respondents with the opportunity to touch and feel the products in question. However, on the other hand, the "unwillingness error" might have arisen from the respondents' side, as "respondents may intentionally misreport their answers because of a desire to provide socially acceptable answers" (Malhotra, 2010). This could have also had an impact on the purchase intention and willingness to pay questions, very much in line with a study conducted by Pelsmacker, Driesen and Rayp in 2005. There, it is argued that the difference between attitude and behaviour, namely between a stated willingness to pay and a purchase, could happen because usually respondents tend to give answers that the interviewers want to hear and that have very little connection with their actual thoughts. In the case of the current study, respondents might want to align with social norms and make a good impression on the researcher and therefore, the attitudes they show could be more positive than their actual behaviour, which could be an explanation to the fact that they stated no purchase intention whatsoever, but high willingness to pay.

Moreover, the study was conducted with the assumption that the products chosen and shown to the respondents were representative of the product categories defined, namely the bag as part of the product category „hedonic goods" and the hook as part of „utility gadgets". However, they might not have been representative and therefore this could have had an impact on the answers.

In order to overcome the limitations mentioned above, a future research study could focus on a specific target group for upcycling products, for example a study could include only people who have already bought an upcycled item, and the sample should be larger. Additionally, it would be useful to test the differences between attitudes and actual behaviour to find out valid reasons behind the respondents' inconsistences between purchase intention and willingness to pay – perhaps there is more to that than just the limitation of the face-to-face interviews. Last but not least, more demographic variables could be included in the questionnaire, such as "nationality", as there were so many opposing attitudes on the topic of upcycling in our culturally diverse class. Therefore, it can be that certain cultures have very different opinions on this topic which would mean that companies should target them differently e.g. if they hold negative views in general, they should try changing their attitudes or if they prefer certain product categories, more specific targeting can be implemented.

6. Conclusions and Recommendations

The aim of this study was to test whether there are differences in motives, purchase intention and willingness to pay between people making purchases for themselves and people making purchases intended as gifts, applied to upcycling products. In this chapter, the results are summarized and recommendations for managers are provided.

Firstly, the results of this research project show that people state different motives when buying upcycling products. In the open questions, participants named the design/looks, the creativity/innovation, the uniqueness of the product as well as the good environmental and social cause as the main motives for the purchase. The main reasons why people would not buy the products are again the design/looks, the aspect "made of waste" and the lack of fit between the product and the personality.

The study also revealed differences between the purchase conditions ("self" and "gift") and between the different product categories. On the one hand, when purchasing the laptop bag for themselves, the respondents stated to be more concerned about ethical issues compared to a situation where they are purchasing it as a gift, whereas people buying it as a gift showed a higher concern about acquiring a designer product. On the other hand, when buying the hook, the only difference found was the higher importance of the motive "supporting an interesting concept", attributed by the people buying it for themselves.

The fact that people attribute a higher importance to being a designer product in the "gift" condition might imply that people attribute a higher importance to designer products or the looks in general, even though they are not very comfortable to mention it.

In line with the classification of motives by Guiot and Roux (2010), consumers buy ethical products because of "experiential" reasons, meaning that they seek for original products with the help of which they can better express their unique personality. Furthermore, this study would also support the motive of "need for uniqueness". As claimed by Tian, Bearden and Hunter (2001) consumers seek "differentness relative to others through the acquisition, utilization and disposition of consumer goods for the purpose of developing and enhancing one's self-image and social-image".

Secondly, the results imply that there might be influences of the motives on the purchase intention. The differences found in the ethical reasons support the idea that respondents prefer to be identified as ethical consumers rather than as ethical customers which reinforces the need to brand the products. A brand works as a symbol that its consumers use to express their identity with something that is easily distinguishable by others. According to Belk (1988), brands can be so important to customers that they can be chosen because consumers can confirm their self-concept through them; brands can also "make consumers who they are or who they want to be" and therefore it is important to have a brand which consumers perceive as ethical, especially when it is used in public (such as the laptop bag in the case of our study).

This is somewhat also in line with the classification of motives of Guiot and Roux (2010) mentioned above, who state that consumers buy ethical products also because of "critical motives", meaning that consumers perceive new products as a waste of natural resource and therefore prefer buying ethical products because they want to support norms.

Thirdly, another main finding concerns the willingness to pay. The study shows that people might see the need to support good causes, but they are not willing to pay considerably more

for an upcycled product than for a similar non-upcycled product. Many respondents indicated their willingness to pay based on what they believed to be the existing available options. For example, when stating their willingness to pay for the bag, they would frequently come up with the price of a normal laptop bag and then add a certain supplement for being an upcycled product. This means that the concept of upcycling itself is not what people are primarily paying for, but rather the product itself. Being upcycled might add value, but it is not the main reasons why customers would buy it. This is in line with the study of Elliot & Freeman (2001) who found that the actual known retail price of a product will have an impact on the willingness to pay a premium for an ethical product. This means that managers should consider these comparisons when setting the prices for upcycled products and to add a reasonable margin.

In addition, McGoldrick and Freestone (2008) claim in their paper that consumers are willing to pay a premium for an ethical product only if the product is acceptable on other attributes as well. In the case of the current research project, people would not pay just because it is an upcycled product. However, the designer branding might be the necessary additional feature that consumers would pay the extra amount of money for. If such theory holds, it means that it is important to state that upcycled products are designer products by creating a brand that expresses what the target customers stand for.

These results of the experiment lead to recommendations for managers of upcycling stores. There are four main points identified:

- Consider a segmentation and differentiation based on recipient of the product

As there are differences in motives between the different purchase reasons ("self" vs. "gift"), this segmentation could be used very efficiently. Especially in the communication line, there should be set different focuses: Stress the upcycling concept and the good cause for self-purchases. Focus on looks for gift-purchases.

- Mind the design/looks of the products

The design and the looks have been identified as one of the main motives to purchase but also not to purchase upcycling products. Many people, especially gift-purchasers, would not buy the products also because in some cases one easily sees that they are made of waste.

Managers should bear that in mind and offer special packaging for such products, especially during the present-holiday seasons, such as Christmas or Valentine's Day.

- Upcycling is a plus, but not the only reason for purchase

As found in this study but also in the existing literature, the ethical cause is often not reason enough for people to buy a product. This is why managers should provide the consumers with other reasons to make the purchase. The looks/design could be one of those reasons, especially when there is a strong brand involved.

- Advocate higher prices with convincing arguments

Consumers often use anchor prices (in this case prices of "normal", non-upcycling products) in order to explain the price of another product. This could be seen in the low mean willingness to pay for both products in the study compared to their original prices. Managers should be transparent and consistent with the prices they charge for upcycled products. An effective way would be to inform people about the complex and expensive production or upcycling processes.

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Appendix

Questionnaire

Hallo! Wir sind Studierende der WU und machen eine Befragung im Rahmen eines unserer Kurse. Hätten Sie kurz zirka 10 Minuten Zeit, ein paar Fragen zu beantworten.

A. Upcycling Awareness:

1. Haben Sie schon einmal den Begriff "upcycling" gehört?
   ☐   Ja   …….1
   ☐   Nein   …….2 *(mit 3 fortsetzen)*

2. Was bedeutet "upcycling" Ihrer Meinung nach?
   _____

   _____

   _____

3. Beim **Upcycling** werden Abfallprodukte oder nutzlose Stoffe in neuwertige Produkte umgewandelt, die wieder verwendet werden können. Es sind oft karitative Einrichtungen, in denen die Produkte hergestellt werden, oder Designer bzw. junge Künstler, die bei dieser Kunstform Ihre Kreativität entfalten. Das Ziel von Upcycling ist die Wiederverwertung der Stoffe und deren Aufwertung, sowie ein Beitrag zum Umweltschutz und zur Abfallvermeidung.
   Beispiele für Upcycling-Produkte sind … *(Produktbeispiele zeigen, kurz erklären).*

4. Haben Sie schon jemals ein Upcycling-Produkt gekauft (ein Produkt, das aus Abfall oder Altwaren hergestellt wurde)?
   ☐   Ja………………1
   ☐   Nein……………2

5. Haben Sie dieses Produkt für sich selbst oder für jemand anderen gekauft?
   ☐   Sichselbst……………1
   ☐   Jemandanderen….2

6. Auf einer Skala von 1 „sehr gut" bis 5 „nicht genügend" was halten Sie persönlich vom Thema Upcycling?

1	2	3	4	5

0

B. Product Category 1 – Laptop-Tasche

Stellen Sie sich nun die folgende Situation vor:

Sie gehen einkaufen und finden zufällig ein neu eröffnetes Geschäft, das Upcycling-Produkte verkauft. Sie sind neugierig und treten ein. Im Geschäft sehen Sie diese **Laptop-Tasche** und entscheiden, sie **(A)** als Geschenk für eine(n) FreundIn / **(B)** für sich selbst zu kaufen.

7. Ich werde Ihnen nun nacheinander ein paar unvollständige Aussagen vorlesen. Bitte vervollständigen Sie diese Sätze so spontan wie möglich.

7.1. Viele Personen würden dieses Produkt kaufen, weil …

_____

_____

_____

7.2. Andere Personen würden dieses Produkt NICHT kaufen, weil …

_____

_____

_____

8. Ich werde Ihnen nun einige Aussagen bezüglich des Produktkaufes vorlesen. Bitte entscheiden Sie nach jeder Aussage, wie sehr sie dieser zustimmen. Die Skala geht von 1 "ich stimme überhaupt nicht zu" bis 7 "ich stimme völlig zu". Ich werde Sie nach jeder Aussage fragen, wie wichtig Ihnen diese auf eine Skala von 1 „völlig wichtig" bis 7 „sehr wichtig" ist. *(Int: Falls keine Angabe oder „weiß nicht" 0 ankreuzen)*

1	Dieses Produktistumweltfreundlich.	1	2	3	4	5	6	7	0	
2	Mit dem Kauf dieses Produktes unterstützt man ein interessantes Konzept.	1	2	3	4	5	6	7	0	
3	Das ist eine gute Art und Weise, das Wohl der Gesellschaft zu unterstützen.	1	2	3	4	5	6	7	0	
4	Das Aussehen des Produktes ist gut.	1	2	3	4	5	6	7	0	
5	Ich glaube, dass Personen dieses Produkt in der Öffentlichkeit tragen würden, um zu zeigen, dass sie sich von anderen unterscheiden.	1	2	3	4	5	6	7	0	
6	Die Qualität des Produktes ist genauso gut wie die Qualität eines "normalen Produktes", das nicht durch Upcycling hergestellt wurde.	1	2	3	4	5	6	7	0	
7	Dieses Produkt ist gut, weil es ein Designer-Produkt ist.	1	2	3	4	5	6	7	0	
8	Ich empfinde dieses Produkt eher als MEIN Produkt und nicht nur als EIN Produkt.	1	2	3	4	5	6	7	0	

9. (Nun zurück zur Realität:) Auf einer Skala von 1 "sehr unwahrscheinlich" bis 7 "sehr wahrscheinlich", wie wahrscheinlich würden Sie dieses Produkt **(A)** als Geschenk für eine(n) FreundIn / **(B)** für sich selbst kaufen? *(Int: Falls keine Angabe oder „weiß nicht" 0 ankreuzen)*

Sehr unwahrscheinlich

1	2	3	4	5	6	7

sehr wahrscheinlich

0

9.1 (nur bei **A** falls 5, 6 od 7:) Denken Sie nun an die Person, der Sie dieses Produkt schenken würden

9.1.1. Wie alt wäre diese Person zirka? _____

9.1.2. Wäre die Person ein Mann oder eine Frau?   1…..Mann   2…….Frau

9.1.3. Auf einer Skala von 1 „traditionell" bis 7 „unkonventionell" wie würden Sie diese Person beschreiben?

Traditionell

1	2	3	4	5	6	7

unkonventionell

0

10. Wie viel würden Sie für das Produkt bezahlen? _____ €

C.   Product Category 2 - Haken

Stellen Sie sich nun vor, Sie sehen diesen **Haken** und entscheiden, dieses Produkt **(A)** als Geschenk für eine(n) FreundIn / **(B)** für sich selbst zu kaufen.

11. Ich werde Ihnen nun nacheinander ein paar unvollständige Aussagen vorlesen. Bitte vervollständigen Sie diese Sätze so spontan wie möglich.

11.1. Viele Personen würden dieses Produkt kaufen, weil …

_____

_____

_____

11.2. Andere Personen würden dieses Produkt NICHT kaufen, weil …

_____

_____

_____

12. Ich werde Ihnen nun einige Aussagen bezüglich des Produktkaufes vorlesen. Bitte entscheiden Sie nach jeder Aussage, wie sehr sie dieser zustimmen. Die Skala geht von 1 "ich stimme überhaupt nicht zu" bis 7 "ich stimme völlig zu". Ich werde Sie nach jeder Aussage fragen, wie wichtig Ihnen diese auf eine Skala von 1 „völlig wichtig" bis 7 „sehr wichtig" ist. *(Int: Falls keine Angabe oder „weiß nicht" 0 ankreuzen)*

1	Dieses Produktistumweltfreundlich.	1	2	3	4	5	6	7	0	
2	Mit dem Kauf dieses Produktes unterstützt man ein interessantes Konzept.	1	2	3	4	5	6	7	0	
3	Das ist eine gute Art und Weise, das Wohl der Gesellschaft zu unterstützen.	1	2	3	4	5	6	7	0	
4	Das Aussehen des Produktes ist gut.	1	2	3	4	5	6	7	0	
5	Ich glaube, dass Personen dieses Produkt verwenden würden, um zu zeigen, dass sie sich von anderen unterscheiden.	1	2	3	4	5	6	7	0	
6	Die Qualität des Produktes ist genauso gut wie die Qualität eines "normalen Produktes", das nicht durch Upcycling hergestellt wurde.	1	2	3	4	5	6	7	0	
7	Dieses Produkt ist gut, weil es ein Designer-Produkt ist.	1	2	3	4	5	6	7	0	
8	Ich empfinde dieses Produkt eher als MEIN Produkt und nicht nur als EIN Produkt.	1	2	3	4	5	6	7	0	

13. (Nun zurück zur Realität:) Auf einer Skala von 1 "sehr unwahrscheinlich" bis 7 "sehr wahrscheinlich", wie wahrscheinlich würden Sie dieses Produkt **(A)** als Geschenk für eine(n) FreundIn / **(B)** für sich selbst zu kaufen. *(Int: Falls keine Angabe oder „weiß nicht" 0 ankreuzen)*

Sehrunwahrscheinlich | 1 | 2 | 3 | 4 | 5 | 6 | 7 | sehrwahrscheinlich | 0 |

13.1 (nur bei **A** falls 5, 6 od 7:) Denken Sie nun an die Person, der Sie dieses Produkt schenken würden

    13.1.1. Wie alt wäre diese Person zirka? _____

    13.1.2. Wäre die Person ein Mann oder eine Frau?   1…..Mann   2…….Frau

    13.1.3. Auf einer Skala von 1 „traditionell" bis 7 „unkonventionell" wie würden Sie diese Person beschreiben?

    Traditionell | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unkonventionell | 0 |

14. Wie viel würden Sie für das Produkt bezahlen? _____ €

D. <u>Demographics</u>
Darf ich Sie abschließend noch um ein paar Angaben zu Ihrer Person bitten!

15. *Int: Ausfüllen!*
    ☐   Männlich………………1
    ☐   Weiblich………………2

16. Welche berufliche Tätigkeit üben Sie derzeit überwiegend aus? *(Int: Anwortmöglichkeiten nicht vorlesen)*

    1. Selbstständig   1
    2. Angestellter   2
    3. Beamter   3
    4. Arbeiter/Facharbeiter   4
    5. Landwirt   5
    6. Lehrling   6
    7. Student   7
    8. Hausfrau/Hausmann   8
    9. Arbeitslos   9
    10. Pensionist   10
    11. Schüler   11

17. Auf diesem Blatt stehen verschiedene Einkommenskategorien. In welche dieser neun Klassen würden Sie Ihr monatliches Nettohaushaltseinkommeneinordnen? Sie brauchen mir nur den entsprechenden Buchstaben zu nennen! *(Int: Blatt mit Einkommenskategorien vorlegen)*

    Z………..1
    W……… 2
    A………..3
    H……….. 4
    O………. 5
    K………..6

18. Wie alt sind Sie? _____

Vielen Dank für Ihre Teilnahme! Die Daten werden natürlich vollkommen vertraulich verwendet.
(Int: eventl nach E-Mail-Adresse fragen: _____)

    Int: Ausfüllen!

19. Ort der Befragung _____

20. Datum _____

21. Kommentare:

22. Interviewer: Christoph………. 1   Eva…………………2

Additional Material

Variable 1	Variable 2	Correlation Coefficient r
Purchase intention	Willingness to pay	0.38
Purchase intention	Support of an interesting concept	0.34
Purchase intention	The look is good	0.46
Purchase intention	Quality is as good as quality of a "normal" product	0.38
Purchase intention	Designer product	0.37
Purchase intention	Importance of "Support of an interesting concept"	0.28
Willingness to pay	Support of an interesting concept	0.34
Willingness to pay	Importance of "Good way of supporting the society"	-0.25
Environmentally friendly product	Support of an interesting concept	0.45
Environmentally friendly product	Quality is as good as quality of a "normal" product	0.39
Importance of "Environmentally friendly product"	Importance of "Support of an interesting concept"	0.55
Importance of "Environmentally friendly product"	Importance of "Good way of supporting the society"	0.38
Support of an interesting concept	Quality is as good as quality of a "normal" product	0.28
Importance of "Support of an interesting concept"	Importance of "Good way of supporting the society"	0.36
Importance of "Good way of supporting the society"	Importance of "Designer product"	0.26

The look is good	Quality is as good as quality of a "normal" product	0.45
The look is good	Designer product	0.32
The look is good	My product not A product	0.28
Show that you are different	Designer product	0.26
Importance of "Show that you are different"	Importance of "Designer product"	0.45
Importance of "Show that you are different"	Importance of "My product not A product"	0.27
Designer product	My product not A product	0.38
Importance of "Designer product"	Importance of "My product not A product"	0.30

Table 3: Correlations between Willingness to Pay, Purchase Intention, Motives and Importance of Motives – Laptop Bag

Variable 1	Variable 2	Correlation Coefficient r
Purchase intention	Willingness to pay	0.59
Purchase intention	Environmentally friendly product	0.34
Purchase intention	Support of an interesting concept	0.39
Purchase intention	Good way of supporting the society	0.33
Purchase intention	The look is good	0.73
Purchase intention	Quality is as good as quality of a "normal product"	0.47
Purchase intention	Designer product	0.37
Purchase intention	My product not A product	0.54

Purchase intention	Importance of "Environmentally friendly product"	0.34
Purchase intention	Importance of "Support of an interesting concept"	0.45
Purchase intention	Importance of "Good way of supporting the society"	0.39
Purchase intention	Importance of "The look is good"	0.32
Purchase intention	Importance of "Show that you are different"	0.35
Purchase intention	Importance of "My product not A product"	0.32
Willingness to pay	Support of an interesting concept	0.28
Willingness to pay	Good way of supporting the society	0.28
Willingness to pay	The look is good	0.58
Willingness to pay	Quality is as good as quality of a "normal product"	0.25
Willingness to pay	Designer product	0.32
Willingness to pay	My product not A product	0.43
Willingness to pay	Importance of "Environmentally friendly product"	0.34
Willingness to pay	Importance of "Support of an interesting concept"	0.33
Willingness to pay	Importance of "Good way of supporting the society"	0.26
Willingness to pay	Importance of "My product not A product"	0.29
Environmentally friendly product	Support of an interesting concept	0.58

Environmentally friendly product	Good way of supporting the society	0.25
Environmentally friendly product	The look is good	0.40
Environmentally friendly product	Designer product	0.33
Environmentally friendly product	My product not A product	0.34
Importance of "Environmentally friendly product"	Importance of "Support of an interesting concept"	0.56
Importance of "Environmentally friendly product"	Importance of "Good way of supporting the society"	0.45
Support of an interesting concept	Good way of supporting the society	0.52
Support of an interesting concept	The look is good	0.40
Support of an interesting concept	Quality is as good as quality of a "normal product"	0.27
Support of an interesting concept	My product not A product	0.42
Importance of "Support of an interesting concept"	Importance of "Good way of supporting the society"	0.60
Importance of "Support of an interesting concept"	Importance of "Show that you are different"	0.40
Good way of supporting the society	My product not A product	0.45
Importance of "Good way of supporting the society"	Importance of "Designer product"	0.31
The look is good	Quality is as good as quality of a "normal product"	0.53
The look is good	Designer product	0.32
The look is good	My product not A product	0.53
Importance of "The look is good"	Importance of "Show that you are different"	0.33

Importance of "The look is good"	Importance of "Quality is as good as quality of a normal product"	0.32
Show that you are different	Quality is as good as quality of a "normal product"	0.27
Show that you are different	Designer product	0.29
Importance of "Show that you are different"	Importance of "Show that you are different"	0.39
Importance of "Show that you are different"	Importance of "Quality is as good as quality of a normal product"	0.39
Importance of "Show that you are different"	Importance of "My product not A product"	0.32
Quality is as good as quality of a "normal product"	Designer product	0.52
Quality is as good as quality of a "normal product"	My product not A product	0.52
Importance of "Quality is as good as quality of a normal product"	Importance of "Designer product"	0.26
Designer product	My product not A product	0.57
Importance of "Designer product"	Importance of "Designer product"	0.28

Table 4: Correlations between Willingness to Pay, Purchase Intention, Motives and Importance of Motives – Hook