

Producing Authenticity – How Production Procedures Affect the Value of Authentic Products

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Abstract

For many of the highest valued products (e.g., jewelry), we value authenticity. This research explains the causal link between the production of authentic products and their perceived value. We identify two procedures for multi-unit production and test them in six studies. (1) In a sequential design process (SDP), authenticity is achieved for every single product when multiple design-motifs are designed first, each representing unique embodied moments of the creator's expression. Subsequently they are transferred onto the final products. (2) In an integrated design process (IDP), one design-motif prototype serves as an orientation for the creator's expression, which becomes embodied in every single product in the moment the products are finalized. We show how firms maintain authenticity and a high perceived value with SDPs and IDPs. This mechanism is independent of any form of heuristic or association-based valuation process (e.g. uniqueness).

Keywords: *authenticity; valuation; production procedure*

Track: Consumer Behaviour