

# Humans do it better? Exploring the existence of an artificiality bias in domains where performance is a fundamental product attribute

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## **Abstract**

The shift from artificial to natural materials is recognized as a prominent strategy to mitigate the environmental crisis. Research has shown a preference for natural materials in safety- and health-focused domains, yet little is known about performance-driven domains, where market data suggest a systematic shift towards artificial materials. We investigate the existence of an artificiality bias in performance-driven domains and propose the existence of a belief in human dominance over nature, leading individuals to perceive human-made products as superior, as its cause. In addition, we propose information provision as a potential debiasing strategy. An online experiment (N = 428) reveals nuanced preferences. While no preference for natural materials was observed initially, individuals leaned towards them when reassured about their performance through information. This comes with implications for policymakers and marketers aiming to promote sustainable adoption of natural materials.

**Subject Areas:** *Consumer Behaviour, Decision-Making*

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