

HANDMADE CONSUMPTION: THE RELATIONSHIP BETWEEN THE CRAFTSMANSHIP PRODUCTION, AUTHENTICITY AND NEED FOR UNIQUENESS

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Cite as:

Prado Paulo, Greco Juliana (2024), HANDMADE CONSUMPTION: THE RELATIONSHIP BETWEEN THE CRAFTSMANSHIP PRODUCTION, AUTHENTICITY AND NEED FOR UNIQUENESS. *Proceedings of the European Marketing Academy*, (122694)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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ABSTRACT

Contrary to mass production and industrialization, handmade has never been so valued. Whether through conscious consumption, reframing consumption habits, search for differentiation, close relationships with brands, or valuing human work, the craftsmanship production process is being sought by consumers and used to attract brands. This research aims to analyze the influence of the handmade (vs. machine-made) production method on purchase intention through authenticity and the impact of the need for uniqueness (NFU) in this relationship. Through 4 experiments, we tested the proposed hypotheses. As a result, we found authenticity as a possible explanation of the relationship, in addition to mediation moderated by the NFU, demonstrating that the traits of need for exclusivity impact the perception of authenticity of handmade products and consequently on purchase intention.

KEYWORDS

Handmade Consumption, Authenticity, Need for Uniqueness

INTRODUCTION

Handmade products are increasingly present on the market and in the minds of consumers for various reasons. The literature on the acquisition of innovative, handmade, and personalized products suggests them as a form of differentiation used by consumers (Tian et al., 2001) and the impact of the handmade production method on behavioral intentions through the focus on contagion through craftsman's love (Fuchs et al., 2015). These symbolic objects demonstrate the expression of the producer's person (Kreuzbauer et al., 2015) and the influence of the production method on behavioral intentions explained by authenticity and impacted by naturalness in the food context (Frizzo et al., 2020). Research also addresses that the preference for handmade products can be explained by authenticity, so several studies link authenticity with artisanal products (Fuchs et al., 2015), both related to tourism and souvenirs (Liebl & Roy, 2004, Soukhathammavong & Park, 2019), when in food (Carrol & Wheaton, 2009; Frizzo et al., 2020).

This research draws some contributions. It first extends the literature on the link between handmade production methods and behavioral intentions related to authenticity and naturalness (Frizzo et al., 2020) for accessories and fashion products (bags) and personal hygiene (soap). A second contribution is made to the studies of the dimensions of authenticity, observing how naturalness (Frizzo et al., 2020; Bruhn et al., 2012), originality (Bruhn et al., 2012), and quality (Napoli et al., 2013) can explain the intention to purchase handmade products. Thirdly, it contributes to research on NFU, analyzing its impact on Authenticity and buying intentions of handmade products, seeking to provide evidence that there is a relationship between intensification of effects when observing the mechanism of need for exclusivity.

HANDMADE PRODUCTION AND PURCHASE INTENTIONS

The craftsmanship production method involves the direct action of human labor with different skills on the final product. It is understood that a man with a high level of technical skill (Liebl & Roy, 2004) invests his time and workforce in producing the product in a way that limits large-scale production and attributes unique characteristics to each product part. On the other hand, machine-made production uses machinery to create and develop products that can be made on a large scale and cheaply. This type of production can generate greater quality assurance. Still, it can affect the perception of exclusivity, as many similar pieces are available on a large scale.

According to Fuchs et al. (2015), the artisanal production process is handmade, that is, made by hand; thinking about how the product was made and the artisan-product interaction influences consumption behavior. Furthermore, consumers may attribute more value to handmade products than machine-made ones (Kreuzbauer et al., 2015). Frizzo (et al., 2020) demonstrated that artisanal food products have better evaluations than more automated production methods due to the perception of naturalness associated with authenticity. Starting from this study and following its suggestion for future studies, this work extends the research into the relationship between the craftsmanship production method, authenticity, and behavioral intentions to fashion/accessories and perfumery/personal hygiene, adding the moderator need for uniqueness to the model.

Given the above, that is, on the one hand, the increase in the search for artisanal products and, on the other hand, the possibility of attributing low quality or the uncertainty of the final product of this production process, the opportunity arises for research into the behavioral intentions of consumers of products manufactured using handmade vs. handmade production methods. Machine-made, with the following research hypothesis being proposed:

H1 - The craftsmanship/handmade (vs. industrial/machine-made) production process positively influences purchase intentions.

AUTHENTICITY AS A MEDIATOR

The craftsmanship production method is related to authenticity, as brands can acquire an aura of authenticity when they commit to traditions, passion for art, and production excellence and when they are averse to the mass production method and purely commercial motivations (Beverland, 2005).

Considering the studies link authenticity with artisanal products (Fuchs et al., 2015), both related to tourism and souvenirs (Liebl & Roy, 2004; Soukhathammavong & Park, 2019) and in food (Carrol & Wheaton, 2009; Frizzo et al., 2020), authenticity can be a construct that explains the relationship between craftsmanship production and purchase intention. In his research, Frizzo (2020) found evidence that authenticity mediates the relationship between the craftsmanship production method and behavioral intentions in the dimension of naturalness. Based on this result, as a way of extending it and analyzing this relationship in a context different from the one presented, that is, in the context of clothing/accessories and perfumery, while also observing the other dimensions of authenticity, the following hypothesis is proposed:

H2 – Handmade production (vs. Machine-made) influences positively authenticity, that increases purchase intentions.

NEED FOR UNIQUENESS

Choosing products to be used in social life can be a way in which consumers seek to differentiate themselves from each other (Tian et al., 2001), as they evaluate their preferences for products and those of others through social comparisons (Irmak et al., 2010). Several motivational processes can explain this search for distinction. Uniqueness – singularity or exclusivity – can be defined as a positive effort to differentiate from others, reducing the threat to identity (Snyder & Fromkin, 1977). In this sense, acquiring innovative, handmade, and personalized products is a form of differentiation consumers use (Tian et al., 2001). Some people perceive the threat to their identity more intensely than others, increasing the need for exclusivity, called in this research the need for uniqueness - NFU. The search for differentiation is a personality trait that can interfere with consumer behavior (Tian et al., 2001).

Based on the idea of Tepper (1997) and Tian et al. (2001) that consumers seek innovative, artisanal, and personalized products to differentiate themselves in social life, the need for exclusivity (NFU) can be a construct that enhances the effect of the relationship between the craftsmanship production method and authenticity, generating more excellent purchase intentions. It is proposed that the acquisition of goods produced through a handmade production method can be a way of achieving differentiation being impacted by the NFU. Therefore, the following hypothesis is presented:

H3 – People with high NFU (vs. low NFU) will have a more positive perception of the authenticity of handmade products.

Therefore, the objective of this research will be to analyze how the handmade (vs. machine-made) production method influences purchase intention through authenticity and its dimensions, as well as observe how the consumer's need for exclusivity - NFU impacts the model.

STUDY 1

The first experiment was carried out to seek support for H1 and H2.

METHOD

Sample and Design. The study was conducted with 95 women through the Prolific data collection platform. A 2x1, between-subjects design was applied, where each participant was randomly selected for one of 2 conditions: handmade or machine-made. The final sample was 93 female participants (60.2% aged 18-25, 63.4% income under \$15,000).

Procedure. Participants were informed that they would participate in a study on consumer behavior. First, they were exposed to 2 conditions: handmade (n=45) or machine-made (n=48). An advertisement (Appendix A) was presented for the launch of a bag brand (THEBAGSHOP), which clearly stated the production method used by the brand, that is, handmade for the handmade condition or made by technological machinery for the machine-made. After exposure to one of the scenarios, participants answered questions using 7-point Likert scales about purchase intention ($\alpha = 0.937$) (Putrevu & Lord, 1994). Authenticity ($\alpha = 0.892$) was a scale adapted from Bruhn et al. (2012) for the dimensions of originality ($\alpha = 0.901$) and naturalness ($\alpha = 0.884$) and Napoli et al. (2013) for quality ($\alpha = 0.887$). Finally, demographic questions were asked.

RESULTS

Manipulation Check: For conditions, participants were asked to complete a manipulation check by answering the following questions with yes or no answers: handmade scenario - "According to the information provided above, are the products handmade, with the help of some machines and tools necessary for production?" and for the machine-made scenario - "According to the information provided above, is the production machine-made?". It was confirmed in the analyses that the manipulation worked $X^2(1, N=93) = 38.459, p < .001$.

Production Methods and Purchase Intention. The independent t-test showed that, on average, the handmade production method ($M=4.96, SD=1.41$) has higher purchase intentions than the machine-made production method ($M=4.41, SD=1.43$), ($t(91) = -1.847; p=0.068$), with a marginally significant result, providing evidence of support for H1.

Mediation through Authenticity. Mediation analysis was carried out using the authenticity variable. The dimensions of originality ($b= 0.1392, 95\% \text{ BCA CI} = -0.1868, 0.4719$) and naturalness (Bruhn et al., 2012) and quality (Napoli et al., 2013) ($b= 0.0618, 95\% \text{ BCA CI} = -0.2174, 0.3481$), as well as authenticity through direct question and the combination of scales ($b= 0.3317, 95\% \text{ BCA CI} = -0.0139, 0.7004$) a statistically significant mediation effect (indirect effect) was found for authenticity naturalness ($b= 0.5173; 95\% \text{ BCA CI} = 0.2145, 0.8228$) and for direct question ($b= 0.2695; 95\% \text{ BCA CI} = 0.0105, 0.5623$).

DISCUSSION

Despite there being no support for H1, the result was marginally significant, giving evidence of support for it, in line with what was presented in previous literature (Fuchs et al., 2015; Kreuzbauer et al., 2015; Frizzo et al., 2020) by demonstrating that consumers have higher intentions to purchase artisanal products as opposed to machine-made products. We can also see that the relationship between the craftsmanship production method and purchase intention can be explained by authenticity through the direct question or the naturalness dimension, as predicted in the hypotheses and previous research (Frizzo et al., 2020). We can conclude that consumers perceive artisanal products as more authentic because they find them more "natural" or less "artificial" in a way, in addition to perceiving them as more authentic in general, more generic. Experiment 2 will aim to test the dimensions of authenticity as mediators, confirming and reinforcing the results found in this study.

STUDY 2

The objective of this study was to confirm the results of study 1, testing the proposed mediation model with a change of scenario. The intention is to test the mediator's total authenticity, originality, naturalness and quality, and authenticity measured through a direct question.

METHOD

Sample and Design. The study was carried out with 74 participants through the Prolific data collection platform. A 2x1, between-subjects design was applied, where each participant was randomly selected for one of 2 conditions: handmade or machine-made. The final sample was 71 participants (53.5% men, 43.7% women, 67.6% 18-25 years old, and 64.8% Income under \$15,000).

Procedure. Participants were informed that they would participate in a study on consumer behavior. First, they were exposed to 2 conditions: handmade (n=39) or machine-made (n=32). The scenarios were the same as study 1. After the exposure to one of the scenarios, participants answered questions using a 7-point Likert scale about purchase intention ($\alpha = 0.847$; PUTREVVU AND LORD, 1994), in the same way as study 1. For authenticity ($\alpha = 0.927$) the scale was adapted from Bruhn et al. (2012) for the dimensions of originality ($\alpha = 0.920$) and naturalness ($\alpha = 0.673$) and Napoli et al. (2013) for quality ($\alpha = 0.927$). Finally, demographic questions were asked, thus concluding the experiment.

RESULTS

Manipulation Check: Like Study 1, participants were asked to complete a manipulation check for conditions. It was confirmed in the analyses that the manipulation worked $X^2(1, N=71) = 42.363, p < 0.001$.

Production Methods and Purchase Intention. The independent t-test did not present statistically significant results ($t(69) = 0.353; p = 0.725$), not supporting H1.

Mediation through Authenticity. First, mediation analysis used the authenticity variable and its dimensions. Again, we sought to investigate the extent to which authenticity mediated the relationship between production method and purchase intention, analyzing the dimensions of originality and naturalness (Bruhn et al., 2012) and quality (Napoli et al., 2013), as well as authenticity through a direct question and the combination of scales, finding a statistically significant mediation effect (indirect effect) for all mediating variables tested: total authenticity ($b = 0.9036$; 95% BCA CI = 0.4913, 1.4031), authenticity in the dimension naturalness ($b = 0.7318$; 95% BCA CI = 0.3257, 1.2269); authenticity in the originality dimension ($b = 0.6679$; 95% BCA CI = 0.1525, 1.2168), authenticity quality ($b = 0.4566$; 95% BCA CI = 0.1405, 0.8228); and authenticity measured through a direct question ($b = 0.5929$; 95% BCA CI = 0.1828, 1.0872), offering support for H2.

DISCUSSION

Expanding the results found in study 1, in addition to mediation by naturalness, confirming the first experiment, there was mediation of the relationship between the craftsmanship production method and the purchase intention by authenticity, which is total, direct, or by the dimensions of originality and quality. In other words, all mediators tested, within the scope of authenticity, had statistically significant results, offering support for H2 despite no confirmation of H1. It also confirmed what that authenticity in the dimension of naturalness is a mediator of the relationship between the craftsmanship production method and the intention to purchase artisanal products (Frizzo et al., 2020). There is mediated by the other dimensions of authenticity – originality and quality and the combination of these dimensions.

STUDY 3

The third experiment was carried out to test the complete proposed model.

METHOD

Sample and Design. The study was carried out with 75 Brazilian participants chosen through a convenience sample. A 2x1, between-subjects design was applied, where each participant was randomly selected for one of 2 conditions: handmade or machine-made. 14 pieces of data were removed from the analysis because they did not meet the attention and manipulation checks. The final sample comprised 61 participants (54.1% women, 32.8% aged 35-42, 29.5% over 50 years old, 44.3% income above R\$11,262.00).

Procedure. Participants were informed that they would participate in a study on consumer behavior. First, they were exposed to 2 conditions: handmade (n=29) or machine-made (n=32). An advertisement (Appendix A) was presented for the launch of a bag brand (THEBAGSHOP), which clearly stated the production method used by the brand, that is, handmade for the handmade condition or made by technological machinery for the machine condition -made. Before the launch image, participants had to read the following excerpts: After exposure to one of the scenarios, participants answered questions using 7-point Likert scales about purchase intention ($\alpha = 0.922$; Putrevu & Lord, 1994). Authenticity ($\alpha = 0.911$) scale was adapted from Bruhn et al. (2012) for the dimensions of originality ($\alpha = 0.941$) and naturalness ($\alpha = 0.845$) and Napoli et al. (2013) for quality ($\alpha = 0.663$). And NFU scale (Tian, et al., 2001; $\alpha = 0.902$), was applied with the following dimensions: NFU creative ($\alpha = 0.896$), NFU avoid similarity ($\alpha = 0.944$) and NFU unpopular choice ($\alpha = 0.779$). Finally, demographic questions were asked, thus concluding the experiment.

RESULTS

Manipulation check: As in the other studies, participants were asked to complete a manipulation check. It was confirmed in the analyses that the manipulation worked $X^2(2, N=61) = 61.000, p < 0.001$.

Production Methods and Purchase Intention. The independent t-test showed that, on average, the Handmade production method ($M=4.86, SD=1.32$) has higher purchase intentions than the Machine-made production method ($M=4.13, SD=1.50$), ($t(46) = -1.744; p=0.088$), with a marginally significant result, providing evidence of support for H1. Analyzing the scale items separately, item 2 (I will likely buy this brand for myself or as a gift.) presented a statistically significant result ($t(50) = -2.258; p=0.028$).

Mediation through Authenticity. Mediation analysis was then carried out using the authenticity variable and its dimensions. A statistically significant effect was found only for naturalness ($b= 0.7425; 95\% \text{BCA CI} = 0.1146, 1.5149$), in the same way as the result obtained by Frizzo et al. (2020).

Need for Uniqueness. Finally, a moderated mediation analysis was carried out to investigate to what extent the levels of total NFU and the creative, to avoid similarity and unpopular dimensions moderated the relationship between craftsmanship production method and purchase intention mediated by authenticity in the dimension of naturalness. The moderated mediation index was significant (index of moderated mediation = 0.7135, $se = 0.3221, LLCI = 0.0926, ULCI = 1.3326$), finding effects for unpopular NFU. The interaction between production methods and NFU indicated the presence of an effect for medium and high degrees of NFU. The moderation value defined by the Johnson-Neyman significance region was 2.9026, 53.12% below, and 46.87% above, demonstrating that there is moderate mediation, as suggested in H3. Therefore, the higher the NFU, the greater the perception of authenticity (naturalness) of handmade products and purchase intention.

DISCUSSION

With the results obtained, we can see a greater purchase intention for artisanal products, explained by authenticity in the naturalness dimension, as predicted in the literature (Frizzo et al., 2020). Furthermore, people with a medium and high need for exclusivity who seek products, even without social approval, have a better perception of authenticity in the naturalness dimension, increasing purchase intention and confirming H3. Therefore, we can conclude that there was support for H1, H2, and H3, even with some limitations that will be addressed in an exclusive topic at the end of the work. Study 4 was carried out, extending the product category to premium hand soaps to increase the experiment's validity.

STUDY 4

The objective of this study was to confirm the results of studies 1 to 3. The complete model proposed in this research will then be tested along the same lines as study 3 but using a premium hand soap scenario, as explained below.

METHOD

Sample and Design. The study was conducted with 65 women through the Prolific data collection platform. As it is a product with feminine appeal, it was interesting to do the research using this filter. A 2x1 between-subjects design was applied, where each participant was randomly selected for one of 2 conditions: handmade or machine-made. Two pieces of data were removed from the analysis because they did not meet the attention checks. The final sample was 63 female participants (57.1% aged 18-25, 54% annual income below \$15,000).

Procedure. Participants were informed that they would participate in a study on consumer behavior. First, they were exposed to 2 conditions: handmade (n=31) or machine-made (n=32). Scenarios were stimulated similar previous studies, but with a soap product (APPENDIX A). After exposure to one of the scenarios, participants answered questions using 7-point Likert scales about purchase intention ($\alpha = 0.937$; PUTREVV AND LORD, 1994). For authenticity ($\alpha = 0.907$), it was applied scale adapted from Bruhn et al. (2012) for the dimensions of originality ($\alpha = 0.927$) and naturalness ($\alpha = 0.711$) and Napoli et al. (2013) for quality ($\alpha = 0.920$). For NFU scale (Tian et al., 2001; $\alpha = 0.919$), with the following dimensions: creative NFU ($\alpha = 0.903$), NFU avoid similarity ($\alpha = 0.951$) and NFU unpopular choice ($\alpha = 0.798$). Finally, demographic questions were asked, thus concluding the experiment.

RESULTS

Manipulation check: Participants were asked to complete a manipulation check, as in Study 1. After cross-referencing the responses with the manipulation, it was confirmed in the analyses that the manipulation worked $X^2(1, 62) = 50.633, p < 0.001$.

Production Methods and Purchase Intention. The independent t-test did not present a statistically significant result ($t(61) = -0.934; p = 0.351$), not supporting H1.

Mediation through Authenticity. Mediation analysis was then carried out using the authenticity variable and its dimensions in the same way as previous studies. A statistically significant indirect effect (mediation) was found for total authenticity ($b = 0.4192; 95\% \text{ BCA CI} = 0.1313, 0.7505$), naturalness $b = 0.6548; 95\% \text{ BCA CI} = 0.2162, 1.1611$) and for direct question ($b = 0.8022; 95\% \text{ BCA CI} = 0.3260, 1.3568$). Regarding other dimensions, no statistically significant mediation results were found.

Need for Uniqueness. Finally, and in the same way as study 3, a moderated mediation analysis was carried out. A significant result was found only for total authenticity. The moderated mediation index was significant (Index of moderated mediation = 0.1723, $se = 0.0989, \text{LLCI} = 0.0060, \text{ULCI} = 0.3951$), finding effects for NFU on authenticity. The interaction between the handmade production method and NFU indicated the presence of

an effect for medium and high degrees of NFU, in the same way as the result found in study 3. Significant results were also found when the NFU dimensions were analyzed separately, with the moderated mediation index for NFU avoiding similarity = 0.1571, $se = 0.0865$, $LLCI = 0.0074$, $ULCI = 0.3395$.

DISCUSSION

This study proved that the relationship between the craftsmanship production method and purchase intention can be explained by authenticity through the direct question or the dimension of naturalness, supporting H2 and H3 and reinforcing the results found previously. Previous research confirmed the mediation by naturalness authenticity (FRIZZO et al., 2020), and what was found in this experiment expands it in a certain way, as a result, was found for the mediator's total and direct authenticity (FUCHS, 2015) in addition to naturalness. It also confirms the results of study 3. The higher the NFU levels, the greater the perception of authenticity and intention to purchase handmade products. This result paves the way for future research contributing to current literature, as no previous studies directly link handmade production with authenticity and NFU.

GENERAL DISCUSSION, LIMITATIONS AND FUTURE STUDIES

This research sought to analyze the influence of the handmade (vs. machine-made) production process on purchase intention and authenticity as an explanation for this relationship (mediator), observing the impact of NFU as a moderator in the model. The expected result was that mediation through authenticity would be found, as found in the research by Frizzo et al. (2020), with the dimension of naturalness. Furthermore, moderated mediation analysis was included in the model, with the expectation that the higher the NFU trait, the better the authenticity perception of handmade products would increase purchase intention.

The present research extends those found in the literature on handmade production methods, authenticity, and NFU. The link between handmade production methods and purchase intention was the subject of study by Fuchs et al. (2015) and Bhaduri & Stanforth (2017), which demonstrated that the way products are produced can affect consumer behavior. This research sought to add other categories and replicate some findings from the literature in this sense.

Regarding authenticity, Frizzo (et al., 2020) demonstrated that artisanal food products have better evaluations compared to more automated production methods due to the perception of naturalness associated with authenticity and served as a starting point for the research developed here, being used in other scenarios and product categories, as well as the NFU moderator was added to the model and other dimensions of authenticity were researched. Regarding the existing literature on NFU, although there are articles on the construct (Irmak et al., 2010; Cheema & Kaikati, 2010; Simonson & Nowlis, 2000; Bian & Forsythe, 2012), the findings in this research contribute and pave the way for new studies on the subject.

As a practical implication, the study of this relationship can help brands and artisans in the marketing of their products, as they will be able to focus their marketing actions according to the mechanisms that explain the model, as consumers perceive handmade products as more authentic, mainly due to the dimension of naturalness.

Finally, this research has limitations that must be observed and open possibilities for future studies, such as the product category, as there may be different effects for other categories, such as clothing and automobiles. In the same way, the difference between utilitarian and hedonic products can be studied. Future research could extend the findings to other categories, to genuine brands, or even observe other moderating variables since the focus was only on NFU in this research.

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APPENDIX A – RESEARCH SCENARIOS

Study 1:

Handmade Scenario:



thebagshop
MADE TO LAST



thebagshop arrived with the objective of creating quality products, proudly developed in a handcrafted process. 100% handmade.

We believe that we must intentionally consume products that are of quality, that will last and will be used for a long time.

We respect the processes and the workforce that make this dream possible. At thebagshop the pieces are durable, that will accompany you for generations, being part of your history. Around here, we want you to be sure and proud of your decisions. We want your consumption, like all other choices, to be intentional.

Machine-Made Scenario:



thebagshop
MADE TO LAST



thebagshop arrived with the objective of creating quality products, proudly developed by technological and specialized machinery, being 100% industrial production.

We believe that we must intentionally consume products that are of quality, that will last and will be used for a long time.

We respect the processes and technology that make this dream possible. At thebagshop the pieces are durable, that will accompany you for generations, being part of your history. Around here, we want you to be sure and proud of your decisions. We want your consumption, like all other choices, to be intentional.

Study 3:

Handmade Scenario:



LANÇAMENTO

thebagshop
BOLSAS PARA DURAR



thebagshop chegou com o objetivo de criar produtos de qualidade, orgulhosamente desenvolvidos em processo artesanal, 100% feito a mão.

Acreditamos que devemos consumir com intenção produtos que são de qualidade, que durem e vão ser usados por muito tempo.

Respeitamos os processos e a mão de obra que faz esse sonho possível. Na thebagshop as peças são duráveis, que vão te acompanhar por gerações, fazendo parte da sua história. Por aqui, queremos que você tenha certeza e orgulho das suas decisões. Queremos que seu consumo, assim como todas as outras escolhas, seja intencional.

Machine-Made Scenario:



LANÇAMENTO

thebagshop
BOLSAS PARA DURAR



A thebagshop chegou com o objetivo de criar produtos de qualidade, orgulhosamente desenvolvidos por maquinário tecnológico e especializado, sendo 100% produção industrial.

Acreditamos que devemos consumir com intenção produtos que são de qualidade, que durem e vão ser usados por muito tempo.

Respeitamos os processos e a tecnologia que fazem esse sonho possível. Na thebagshop as peças são duráveis, que vão te acompanhar por gerações, fazendo parte da sua história. Por aqui, queremos que você tenha certeza e orgulho das suas decisões. Queremos que seu consumo, assim como todas as outras escolhas, seja intencional.

Study 4:

Handmade Scenario - “Imagine that you want to buy a premium hand soap and you find a store that sells soaps from a brand that you know by the artisanal production method. The production method used by this brand is exclusively based on manual work - which means that the artisan spends part of their time handling materials during the manufacturing process of the premium hand soaps. That is, all products of this brand are handmade, with the help of some machines and tools necessary for production.”.

Machine-made Scenario- “Imagine you want to buy a premium hand soap and you find a store that sells soaps from a brand you know. The production method used by this brand is industrial and large-scale - which means that the brand uses machinery to manufacture the premium hand soaps. That is, all products of this brand are machine-made, without human intervention in the process.”.