

Online Appendix for:  
**Cutting through a Jungle of Digital Nudges – Investigating Consumer Preferences for Digital Nudges in E Commerce using a Discrete Choice Experiment**

**Appendix A: Exemplary Choice Set**



**NovaVibe 600**

Over-Ear Headphones, up to 50 Hours Battery Life, Bluetooth Compatible, Active Noise Cancelling

★★★★☆ 3,000+ Ratings

\$100



Climate Pledge Friendly



**NewVibeSync 600**

Over-Ear Headphones, up to 50 Hours Battery Life, Bluetooth Compatible, Active Noise Cancelling

★★★★☆ 3,000+ Ratings

\$90



BuyMart's Choice

Only 5 left in stock.

Which of the two sets of headphones would you prefer?

NovaVibe 600

NewVibeSync 600

## Appendix B: Sample Description

<b>Gender</b>		
Man	81	(62.3%)
Woman	48	(36.9%)
Non- binary	1	(0.8%)
<b>Age (Mean, ranging from 18 to 69)</b>		<b>38.8</b>
<b>Environmental Attitude (Mean; on Likert Scale from 1 to 5)</b>		<b>3.37</b>
<b>Education</b>		
High school and less	8	(6.2%)
Some college	26	(20.0%)
Associate degree (for example: AA, AS)	17	(13.1%)
Bachelor's degree (for example: BA, AB	55	(42.3%)
Master's degree (for example: MA, MS, M	16	(12.3%)
Professional degree (for example: MD, D	3	(2.3%)
Doctorate degree (for example: PhD, EdD	5	(3.9%)
<b>Household Income</b>		
Less than \$10.000	6	(4.6%)
\$10000-\$49999	30	(23.1%)
\$50000-\$99999	46	(35.4%)
\$100000-\$149999	24	(18.5%)
\$1500000-\$199999	12	(9.2%)
More than \$200000	10	(7.7%)
Prefer not to say	2	(1.5%)
<b>Online Shopping Frequency</b>		
Rarely	4	(3.1%)
Monthly	39	(30.0%)
Weekly	70	(53.9%)
Daily	17	(13.1%)
<b>Headphones</b>		
I am not interested in noise-cancelling.	17	(13.1%)
I am planning to buy noise-cancelling headphones.	34	(26.2%)
I own noise-cancelling headphones.	79	(60.8%)

## Appendix C: Subgroup Analyses

	Gender = male		Gender = female		Age < 40		Age ≥ 40	
	Coefficients	WTP	Coefficients	WTP	Coefficients	WTP	Coefficients	WTP
Buymart's Choice	0.710*** (0.108)	\$7.37	0.301** (0.148)	\$4.07	0.485*** (0.110)	\$6.10	0.696*** (0.144)	\$7.11
Best Seller	0.689*** (0.129)	\$7.16	0.495** (0.193)	\$6.68	0.560*** (0.139)	\$7.05	0.706*** (0.164)	\$7.22
Scarcity Nudge	0.230*** (0.050)	\$2.39	0.304*** (0.085)	\$4.11	0.276*** (0.058)	\$3.47	0.223** (0.067)	\$2.28
Climate Pledge Friendly	0.581*** (0.110)	\$6.04	0.663*** (0.145)	\$8.95	0.575*** (0.115)	\$7.24	0.634*** (0.134)	\$6.49
Price	-0.096*** (0.012)	-	-0.074*** (0.013)	-	-0.079*** (0.011)	-	-0.098*** (0.014)	-
Log likelihood	-609.983		-373.934		-613.788		-384.492	
N	81		48		79		51	
Observations	1,944		1,152		1,896		1,224	

Notes: \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$ . Robust standard errors clustered on participantID in parentheses.