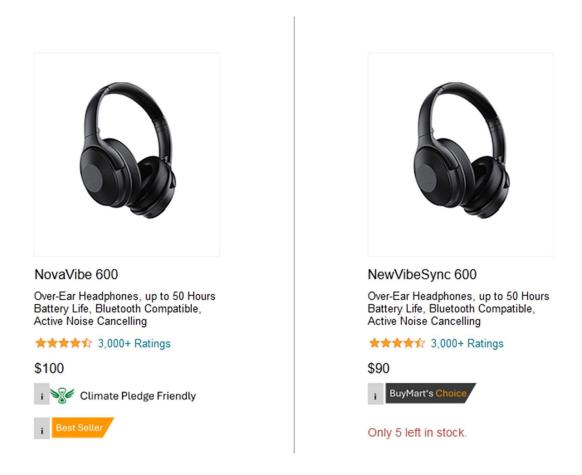
Online Appendix for:

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



Which of the two sets of headphones would you prefer?

NovaVibe 600 NewVibe Sync 600

Appendix B: Sample Description

Gender		
Man	81	(62.3%)
Woman	48	(36.9%)
Non- binary	1	(0.8%)
Age (Mean, ranging from 18 to 69)		38.8
Environmental Attitude (Mean; on Likert Scale from 1 to 5)		3.37
Education		
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%)
Household Income		
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%)
Online Shopping Frequency		
Rarely	4	(3.1%)
Monthly	39	(30.0%)
Weekly	70	(53.9%)
Daily	17	(13.1%)
Headphones		
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	0.710***	\$7.37	0.301**	\$4.07	0.485***	\$6.10	0.696***	\$7.11
Choice	(0.108)		(0.148)		(0.110)		(0.144)	
Best Seller	0.689***	\$7.16	0.495**	\$6.68	0.560***	\$7.05	0.706***	\$7.22
	(0.129)		(0.193)		(0.139)		(0.164)	
Scarcity Nudge	0.230***	\$2.39	0.304***	\$4.11	0.276***	\$3.47	0.223**	\$2.28
	(0.050)		(0.085)		(0.058)		(0.067)	
Climate Pledge	0.581***	\$6.04	0.663***	\$8.95	0.575***	\$7.24	0.634***	\$6.49
Friendly	(0.110)		(0.145)		(0.115)		(0.134)	
Price	-0.096***	-	-0.074***	-	-0.079***	-	-0.098***	-
	(0.012)		(0.013)		(0.011)		(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.