**Independent Variable**

* **BLOCKCH**: Blockchain treatment condition (0=Traditional verification, 1=Blockchain verification)

**Primary Dependent Variables**

* **WTP\_PUR**: Willingness to purchase the luxury product (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
* **WTP\_MORE**: Percentage premium willing to pay for blockchain verification (5-point scale: 1=None, 2=0%-3%, 3=3%-5%, 4=5%-7%, 5=7%-10%)

**Secondary Dependent Variable**

* **WTP\_PAY**: Willingness to pay (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
* **WTPOVRL**: Composite score created using mean of WTP\_PUR and WTP\_PAY (Range: 1-7)

**Mediator**

* **Investment Orientation**: Measured with 3 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + INV\_OR1: Investment orientation item 1
  + INV\_OR2: Investment orientation item 2
  + INV\_OR3: Investment orientation item 3
  + **INVORIE**: Composite score created using mean of all items (Range: 1-7)

**Moderator**

* **Temporal Orientation**: Measured with 4 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + TMP\_OR1: Future orientation item 1
  + TMP\_OR2: Future orientation item 2
  + TMP\_OR3: Present orientation item 3 (before reverse-coding)
  + TMP\_OR4: Present orientation item 4 (before reverse-coding)
  + TMP\_OR3R: Present orientation item 3 (reverse-coded)
  + TMP\_OR4R: Present orientation item 4 (reverse-coded)
  + **TMPORIE**: Composite score created using mean of items 1, 2, 3\_R, and 4\_R (Range: 1-7)
  + **PRE\_TMPO: Composite score created using mean of items 3\_R, and 4\_R (Range: 1-7). Because overall temporal orientation scale has poor reliability (α = .379). but Present orientation subscale (TMP\_OR3R and TMP\_OR4R): α = 0.472**

**Control Variables**

* **Resale Intention**: 3 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + RSL\_IN1: Resale intention item 1
  + RSL\_IN2: Resale intention item 2
  + RSL\_IN3: Resale intention item 3
  + **RSLINT**: Composite score created using mean of all items (Range: 1-7)
* **Ease of Resale**: 3 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + EASE\_R1: Ease of resale item 1
  + EASE\_R2: Ease of resale item 2
  + EASE\_R3: Ease of resale item 3
  + **EASERES**: Composite score created using mean of all items (Range: 1-7)
* **Financial Risk**: 2 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + RSK\_FN1: Financial risk item 1
  + RSK\_FN2: Financial risk item 2
  + **RSKFIN**: Composite score created using mean of all items (Range: 1-7)
* **Authenticity Risk**: 2 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + RSK\_AU1: Authenticity risk item 1
  + RSK\_AU2: Authenticity risk item 2 (before reverse-coding)
  + RSK\_AU2R: Authenticity risk item 2 (reverse-coded)
  + **RSKAUTH**: Composite score created using mean of RSK\_AU1 and RSK\_AU2R (Range: 1-7)
* **Technology Familiarity**: 3 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + TCH\_FM1: Tech familiarity item 1
  + TCH\_FM2: Tech familiarity item 2
  + TCH\_FM3: Tech familiarity item 3
  + **TCHFAM**: Composite score created using mean of all items (Range: 1-7)
* **Luxury Attitude**: 5 items (7-point Likert scale: 1=Strongly disagree to 7=Strongly agree)
  + LUX\_AT1: Luxury attitude item 1
  + LUX\_AT2: Luxury attitude item 2
  + LUX\_AT3: Luxury attitude item 3
  + LUX\_AT4: Luxury attitude item 4
  + LUX\_AT5: Luxury attitude item 5
  + **LUXATT**: Composite score created using mean of all items (Range: 1-7)
* **Verification Importance**: 1 item (5-point scale: 1=Not at all important to 5=Extremely important)
  + VERIMP: Verification importance
* **Purchase Frequency**: Frequency of luxury purchases
  + PURFREQ: Original string values
  + **PURFRQC**: Recoded numeric values (Range: 1-5)
    - 1 = Never
    - 2 = Rarely (less than once per year)
    - 3 = Occasionally (1-2 times per year)
    - 4 = Regularly (3-5 times per year)
    - 5 = Frequently (more than 5 times per year)

**Demographics**

* **Age Variables**:
  + AGEGRP: Original string values from survey (Q17.Age)
  + **AGEGRPC**: Recoded numeric values (Range: 1-6)
    - 1 = 18-24
    - 2 = 25-34
    - 3 = 35-44
    - 4 = 45-54
    - 5 = 55-64
    - 6 = 65 or older
  + AGE\_CON: Numeric age from participant profile
* **Gender Variables**:
  + GENDER: Original string values from survey (Q18.Gender)
  + **GENDRCD**: Recoded numeric values (Range: 1-3, NA for "Prefer not to say")
    - 1 = Male
    - 2 = Female
    - 3 = Non-binary / third gender
    - NA = Prefer not to say
  + GEN\_CON: Gender from participant profile
  + SEX\_CON: Sex from participant profile
* **Income Variables**:
  + INCOME: Original string values from survey (Q19.Income)
  + **INCMCOD**: Recoded numeric values (Range: 1-7, NA for "Prefer not to say")
    - 1 = Less than $25,000
    - 2 = $25,000 - $49,999
    - 3 = $50,000 - $74,999
    - 4 = $75,000 - $99,999
    - 5 = $100,000 - $149,999
    - 6 = $150,000 - $199,999
    - 7 = $200,000 or more
    - NA = Prefer not to say
  + INC\_CON: Income from participant profile
* **Education Variables**:
  + EDUCTN: Original string values from survey (Q20.Edu)
  + **EDUCDC**: Recoded numeric values (Range: 1-7, NA for "Prefer not to say")
    - 1 = Less than high school
    - 2 = High school diploma or equivalent
    - 3 = Some college
    - 4 = Bachelor's degree
    - 5 = Master's degree
    - 6 = Professional degree
    - 7 = Doctorate degree
    - NA = Prefer not to say
  + EDU\_CON: Education from participant profile
* **Other Demographic Variables**:
  + PARTICID: Participant ID
  + OCC\_CON: Occupation field
  + REL\_CON: Relationship/marital status
  + POL\_CON: Political party
  + ETH\_CON: Ethnicity
  + CTY\_CON: Country of residence
  + RACE\_CON: Race
  + EMP\_CON: Employment status

**Data Preparation Process**

1. **Quality Control**:
   * Filtered out participants who failed the attention check question (Q6.Control)
   * Retained only those who selected "I believe luxury products should be evaluated on their long-term value. (For quality control, please select this answer)"
2. **Variable Recoding**:
   * Recoded all Likert scale items (1=Strongly disagree to 7=Strongly agree)
   * Recoded willingness to pay more (WTP\_MORE) to 1-5 scale
   * Recoded verification importance to 1-5 scale
   * Created reverse-coded versions of temporal orientation items 3-4 and authenticity risk item 2
   * Recoded demographic variables with appropriate numeric values
   * Coded "Prefer not to say" responses as NA (missing values) rather than assigning numeric codes
3. **Composite Measures**:
   * Created mean scores for multi-item constructs
   * Applied appropriate item reversal for temporal orientation and risk authenticity scales