

Appendix

Posts used in Study

Non-luxury material condition: Adidas



Adidas originals bought on Double 11: nice appearance, comfortable fit, soft soles. It is truly a pair of good shoes!



评论

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Luxury material condition: Gucci



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Gucci shoes bought at a high price: delicate and luxurious appearance, upscale design. It is truly a pair of high-end shoes!



评论

赞

Non-luxury experiential condition: Chang long, Guangdong in China





An unforgettable trip to Chimelong Wildlife Park: nice views, exciting animal encounters, and delicious food. What a relaxing trip!



评论

赞

Luxury experiential condition: Tokyo, Japan



An unforgettable trip to Japan: fantastic scenery, the taste of sashimi and Kobe beef, and a luxurious hotel. What a relaxing trip!



评论

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