How and Why the Collaborative Consumption of Food Leads to Overpurchasing, Overconsumption, and Waste

Web Appendix

Table 1: Purchase Amounts for Studies 2, 3, 4, and 5

Study 2 (picnic sandwiches)

		Collaborative Consumption		
	Personal Consumption	*Base*	*Tastes-Certain*	*Consumption-Certain*
M	**4.97**	**16.71**	**18.14**	**21.18**
SD	*2.17*	*15.39*	*17.15*	*17.79*

Study 3 (picnic sandwiches)

		Personal Consumption		Collaborative Consumption	
	Message =	*Waste*	*Company*	*Waste*	*Company*
M		**4.17**	**5.26**	**10.84**	**16.11**
SD		*1.44*	*2.37*	*8.66*	*11.93*

Study 4 (picnic sandwiches)

		Collaborative Consumption			
	Personal Consumption	*"Give & Take"*	*"Take"*	*"Give"*	*"Base"*
M	**5.89**	**15.39**	**12.24**	**19.19**	**20.23**
SD	*5.58*	*14.17*	*11.34*	*12.14*	*17.17*

Study 5 (buffalo-style chicken wings)

		Personal Consumption		Collaborative Con.	
	Group Size =	*Three*	*Ten*	*Three*	*Ten*
M		**12.15**	**10.61**	**13.76**	**17.53**
SD		*7.55*	*6.83*	*6.03*	*8.84*

The following tables examine the sensitivity of the results presented in the main document to the inclusion or exclusion of the covariates described in the main text. As the reader will see, the inclusion of covariates only significantly changes the result of the intended-consumption dependent measure in Study 5. All other dependent measures in all other studies are not meaningfully influenced by the inclusion of the covariates.

Table 2: Study 1A ANOVA Tables with (top) & without (bottom) Covariates

DV = Purchase Amount					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	43.299	1	43.299	15.322	.000
Gender	20.657	1	20.657	7.310	.008
Age	5.912	1	5.912	2.092	.151
Error	313.675	111	2.826		
Total	3142.000	115			
R Squared = .207 (Adjusted R Squared = .186)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	55.568	1	55.568	18.470	.000
Error	339.962	113	3.009		
Total	3142.000	115			
R Squared = .140 (Adjusted R Squared = .133)					

DV = Amount Consumed					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	9.112	1	9.112	5.517	.021
Gender	30.493	1	30.493	18.461	.000
Age	5.465	1	5.465	3.309	.072
Error	170.127	103	1.652		
Total	2062.000	107			
R Squared = .225 (Adjusted R Squared = .203)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	13.603	1	13.603	6.933	.010
Error	206.005	105	1.962		
Total	2062.000	107			
R Squared = .062 (Adjusted R Squared = .053)					

DV = Amount Wasted					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	12.879	1	12.879	5.137	.026
Gender	1.457	1	1.457	.581	.448
Age	.307	1	.307	.122	.727
Error	258.245	103	2.507		
Total	328.000	107			
R Squared = .058 (Adjusted R Squared = .030)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	14.006	1	14.006	5.656	.019
Error	260.013	105	2.476		
Total	328.000	107			
R Squared = .051 (Adjusted R Squared = .042)					

Note: context = base-CC vs. personal consumption; gender (1 = male, 0 = female). The directions of significant gender effects are reported in the main text.

Table 3: Study 1B ANOVA Tables with (top) & without (bottom) Covariates

DV = Purchase Amount					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	46.906	1	46.906	11.485	.001
Gender	.142	1	.142	.035	.853
Age	.001	1	.001	.000	.988
Error	330.808	81	4.084		
Total	2233.000	85			
R Squared = .127 (Adjusted R Squared = .094)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	47.824	1	47.824	11.994	.001
Error	330.953	83	3.987		
Total	2233.000	85			
R Squared = .126 (Adjusted R Squared = .116)					

DV = Amount Consumed					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	1.773	1	1.773	.777	.381
Gender	44.316	1	44.316	19.429	.000
Age	.742	1	.742	.325	.570
Error	184.753	81	2.281		
Total	1557.000	85			
R Squared = .219 (Adjusted R Squared = .191)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	1.506	1	1.506	.531	.468
Error	235.200	83	2.834		
Total	1557.000	85			
R Squared = .006 (Adjusted R Squared = -.006)					

DV = Amount Wasted					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	30.439	1	30.439	8.081	.006
Gender	39.445	1	39.445	10.471	.002
Age	.796	1	.796	.211	.647
Error	305.126	81	3.767		
Total	428.000	85			
R Squared = .203 (Adjusted R Squared = .173)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	32.357	1	32.357	7.664	.007
Error	350.419	83	4.222		
Total	428.000	85			
R Squared = .085 (Adjusted R Squared = .074)					

Note: context = base-CC vs. personal consumption; gender (1 = male, 0 = female). The directions of significant gender effects are reported in the main text.

Table 4: Study 2 ANOVA Tables with (top) & without (bottom) Covariates

DV = Purchase Amount					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	5185.281	3	1728.427	7.944	.000
Typical	909.862	1	909.862	4.182	.043
Error	30024.951	138	217.572		
Total	71326.000	143			
R Squared = .164 (Adjusted R Squared = .140)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	4989.089	3	1663.030	7.473	.000
Error	30934.813	139	222.553		
Total	71326.000	143			
R Squared = .139 (Adjusted R Squared = .120)					

DV = Intended Consumption					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	2.509	3	.836	.317	.813
Typical	225.406	1	225.406	85.378	.000
Error	364.334	138	2.640		
Total	3217.000	143			
R Squared = .399 (Adjusted R Squared = .382)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	16.624	3	5.541	1.306	.275
Error	589.740	139	4.243		
Total	3217.000	143			
R Squared = .027 (Adjusted R Squared = .006)					

Note: context = personal consumption vs. base-CC vs. CC-consumption-certain vs. CC-tastes-certain; typical = participants' typical consumption rates (covariate).

Table 5: Study 3 ANOVA Tables with (top) & without (bottom) Covariates

DV = Intended Consumption					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	2.684	1	2.684	1.567	.212
Message	.146	1	.146	.085	.771
Interaction	.005	1	.005	.003	.957
Typical	384.008	1	384.008	224.089	.000
Error	399.277	233	1.714		
Total	5284.000	238			
	R Squared = .496 (Adjusted R Squared = .487)				
Source	**SS**	**df**	**MS**	**F**	**p**
Context	6.885	1	6.885	2.057	.153
Message	.083	1	.083	.025	.875
Interaction	1.619	1	1.619	.484	.487
Error	783.285	234	3.347		
Total	5284.000	238			
	R Squared = .011 (Adjusted R Squared = -.002)				

DV = Purchase Amount					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	4343.444	1	4343.444	75.011	.000
Message	639.801	1	639.801	11.049	.001
Interaction	311.423	1	311.423	5.378	.021
Typical	693.624	1	693.624	11.979	.001
Error	13491.598	233	57.904		
Total	40964.000	238			
	R Squared = .314 (Adjusted R Squared = .302)				
Source	**SS**	**df**	**MS**	**F**	**p**
Context	4530.571	1	4530.571	74.736	.000
Message	595.712	1	595.712	9.827	.002
Interaction	258.081	1	258.081	4.257	.040
Error	14185.222	234	60.621		
Total	40964.000	238			
	R Squared = .278 (Adjusted R Squared = .269)				

Note: context = personal consumption vs. CC; message = waste vs. company; typical = participants' typical consumption rates

Table 6: Study 4 ANOVA Tables with (top) & without (bottom) Covariates

DV = Intended Consumption					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	626.891	4	156.723	1.522	.195
Typical	405.968	1	405.968	3.942	.048
Error	35630.702	346	102.979		
Total	52324.250	352			
R Squared = .032 (Adjusted R Squared = .018)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	778.398	4	194.599	1.874	.115
Error	36036.670	347	103.852		
Total	52324.250	352			
R Squared = .021 (Adjusted R Squared = .010)					

DV = Purchase Amount					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	9834.351	4	2458.588	15.343	.000
Typical	1894.851	1	1894.851	11.825	.001
Error	55441.861	346	160.237		
Total	143428.000	352			
R Squared = .166 (Adjusted R Squared = .154)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	9154.879	4	2288.720	13.851	.000
Error	57336.712	347	165.235		
Total	143428.000	352			
R Squared = .138 (Adjusted R Squared = .128)					

Note: context = personal consumption vs. base-CC vs. give-CC vs. take-CC vs. give-and-take-CC; typical = participants' typical consumption rates

Table 7: Study 5 ANOVA Tables with (top) & without (bottom) Covariates

DV = Intended Consumption					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	32.388	1	32.388	7.820	.006
Group	.297	1	.297	.072	.789
Interaction	4.000	1	4.000	.966	.327
Typical	3090.536	1	3090.536	746.167	.000
Error	608.857	147	4.142		
Total	18251.000	152			
R Squared = .839 (Adjusted R Squared = .835)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	7.691	1	7.691	.308	.580
Group	46.017	1	46.017	1.841	.177
Interaction	25.512	1	25.512	1.021	.314
Error	3699.393	148	24.996		
Total	18251.000	152			
R Squared = .022 (Adjusted R Squared = .002)					

DV = Purchase Amount					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	569.424	1	569.424	13.564	.000
Group	157.269	1	157.269	3.746	.055
Interaction	192.400	1	192.400	4.583	.034
Typical	1953.515	1	1953.515	46.536	.000
Error	6170.910	147	41.979		
Total	36615.000	152			
R Squared = .326 (Adjusted R Squared = .308)					
Source	**SS**	**df**	**MS**	**F**	**p**
Context	687.573	1	687.573	12.525	.001
Group	46.496	1	46.496	.847	.359
Interaction	266.176	1	266.176	4.849	.029
Error	8124.424	148	54.895		
Total	36615.000	152			
R Squared = .113 (Adjusted R Squared = .095)					

Note: context = personal consumption vs. CC; group = 3 members vs. 10 members; typical = participants' typical consumption rates