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The Effect of Perceived Product Newness on Consumer Product Evaluation and Choice Preferences

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ABSTRACT

Online shoppers often judge a product before they can examine it. The box, the seal, the accessories and the seller's description all shape that first impression. This paper asks whether these cues change how new an item appears and whether perceived newness is related to overall evaluation and preference between products. The study focuses on a single difference in presentation. In both conditions, the listing describes the item as unused and gives the same specifications and terms of sale. It shows either the original factory-sealed box or an opened box that is otherwise intact. Drawing on cue-utilization theory and studies of packaging damage, contamination concerns and refurbished goods, the paper distinguishes perceived newness from verified use history, perceived quality, technological novelty and purchase intention. It develops four hypotheses and proposes a two-condition online shopping experiment to test them. The contribution is a conceptual model, a set of measures and an experimental procedure. As the experiment has yet to be conducted and no original data are available, the paper reports no empirical effects. The discussion considers how retailers might describe product condition more clearly.

KEYWORDS

Perceived product newness; Packaging condition; Product evaluation; Choice preference; Cue utilization; Consumer judgment

1. INTRODUCTION

The decision to buy is frequently made prior to the opportunity to examine the product. At this stage, they might focus on the seal, the state of the box, fullness of the accessories and the description provided by the seller. A closed box implies that whatever is inside has not been tampered with. An open box can cause the buyer to question who has touched the object and if it has been used or not even when the object has not been used. This potential disconnection between the impression conveyed by the package and the true story of the item encourages the investigation.

Picture two online advertisements of the identical wireless mouse. They are priced the same, have similar specifications, warranties and usage histories. The first photo depicts the mouse in the original sealed packaging. In the second picture, the package has been opened and the contents are visible. A customer who prefers the first mouse can assume that both of them will perform similarly. The seal itself could lead one to appear more as if it has not been touched. There is only limited chance to verify such an impression online. Most of their knowledge is derived through the pictures, the listing, more information offered by the seller and the conditions of returning the product.

The perception of the product newness is defined as the closeness of a buyer to a new or unused state of a certain product. The assessment is based on the knowledge available to the buyer and may not necessarily coincide with the historical facts related to the item. Consider a previous version that remained unoccupied. It could be completely new to a customer whereas a new version that was used

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many times would be less so. Launch recency is the time when a model was introduced to the market and technological novelty is the novel aspect of its design or functions. Perceived quality relates to such expectations as reliable functioning. Perceived newness refers to the apparent condition of the specific product.

The research poses two questions. When the product and sale conditions are the same, does opening the package affect the perception of how new the item is? Is this feeling connected with the positive assessment of the product by buyers and their choice of option? A customer might have an appreciation of a particular product but select another one due to its lower price, superior warranty or greater suitability to a current problem. The model thus considers the overall evaluation and preference among given alternatives as distinct results.

Previous studies indicate that presentation specifics may play a role. Consumers base their judgments of quality on observable characteristics and even minor damage to the package can produce negative responses [1, 2]. Research on second-hand and refurbished products associates product condition, contamination issues and quality issues with choice and the willingness to pay [3-5]. The current issue is in a more limited context where the aforementioned studies do not focus on isolating the issue. On one hand, the seller clearly states that the article is unused, but on the other hand, it has been opened. Holding the use history, price, warranty and physical state constant enables the study of packaging without having the general question of whether consumers prefer new items over used or refurbished ones.

The paper initially explains the concept of perceived newness and how it is different from the actual use condition and perceived quality. Cue-utilization theory will subsequently clarify why consumers would rely on packaging to come to such conclusion. The four hypotheses give rise to an experimental suggestion where packaging status is changed and product and sale conditions are kept constant. The discussion examines where the framework could be applied and what its proposed design is able to build up.

2. LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. Defining Perceived Product Newness

The perception of newness of an item is made based on the available information to the consumer about it. This impression may not match the actual history of the item. A new product can come into a box that another person has already opened. A display product may have minimal wear and tear, whereas a used product can be repaired by professionals. There is a possibility that even though these items are of equal efficacy, they will appear different to customers. Perceived product newness reflects the perception of consumers regarding how near an item seems to resemble new or unused.

Actual use status means the history of usage of the item and if there are signs of wear or damage. Perceived quality refers to expectations regarding reliability, durability, workmanship and performance, which means that an apparently unused product may be judged unreliable. The level of technological novelty of the product is indicated by the amount of innovation contained within it. Purchase intention is the stated probability of purchasing, whereas choice preference refers to the preferred alternative in a given comparison. There might be a strong preference between two products, but neither of them will be bought. All constructs therefore measure something other than perceived newness.

These distinctions should be maintained in the wording of the questionnaire. This item is unused and that item is close to new are examples of questions that query perceived newness. Comments regarding reliability or performance measure perceived quality. The statement I would buy this item measures purchase intention. In order to determine which product a respondent likes better, there must be a comparison in the questionnaire. The provided measurements of perceived newness, overall

evaluation and relative preference are thus distinguished. It minimizes the chance of discovering a spurious correlation just due to the fact that different scales ask almost the same question.

2.2. Cue Utilization and the Interpretation of Packaging

According to cue-utilization theory, the inference of characteristics by consumers that they cannot perceive prior to purchase is described. According to Steenkamp, quality determinations are based on the cues present, the personality of the consumer and the conditions under which the evaluation is being made [1]. On a product page, there is an opportunity to learn what the box looks like, if it is sealed, if there are any visible marks, and if all the accessories are included. The words used by the seller can provide additional information. Such information may assist a buyer in forming an impression but not guarantee to tell anything about the history of the item.

A box will shield its contents and may also allow purchasers to see if the item has been opened, touched, kept or exhibited. White et al. demonstrate that superficial damage may serve as a contamination signal and induce a negative response even though it does not represent a real health or safety threat [2]. An open box or a damaged box can be used to suggest that a buyer thinks the item might have been handled by someone else or that the packaging has been changed since the initial packaging. These reactions may occur without evaluating the performance of the product. The links buyers create can thus extend beyond what the state of the box implies about the object within.

The same packaging can be read differently by buyers based on the commodity, its presentation and what the buyers are seeking to obtain through the product. According to Szocs, Williamson and Mills, packaging and display can influence the reactions of consumers in more than just physically protecting them [6]. Sun, Hou and Wyer state that observing the opening of a package can be a pleasant and unexpected experience, which can alter the way it is assessed [7]. The results can be explained in the context. A sealed box can mean something else as opposed to coming across one that was already open and seeing another person opening it.

2.3. Product Condition, Contamination, and Perceived Risk

The research on second-hand and refurbished items indicates what makes buyers sensitive to any indications of handling. Some visible use marks might cause them to question the condition of the product and how old, dirty or damaged it could be, or even who has handled it before. Refurbished product choice: Wallner, Magnier and Mugge propose that the replacement of those elements with which a prior user has come into contact and the minimization of visible evidence of use can enhance acceptance [3]. The products analyzed in the study are not similar to the unused item in the opened box discussed in this paper. The results, however, contribute to the explanation of why a purchaser may consider the presence of the signs of handling.

According to Abbey et al., consumers care about the perceived risks associated with functional and cosmetic defects when they are willing to pay more to buy a remanufactured product [4]. Social issues may also be taken into consideration. According to Wu et al., there is a sense of embarrassment in the preferences of used and new items in various cultures [5]. The implication of these studies is that condition of a product has practical, psychological, and social aspects to the buyer. A single open box cannot guarantee that the article had been used, soiled or broken. Such options should still be considered as open-ended questions and the perceived-newness scale ought to be based on the level of newness of the item.

The initial model is whether there is a relationship between packaging status and perceived novelty as well as whether this assessment is related to evaluation and preference. The possibility that perceived risk and contamination may play a mediating role is not addressed. A subsequent investigation might inquire into whether unpacking the package causes anxiety about the performance of the item, its aesthetics, or coming into contact with other people. Rating alone of newness will not

reveal which of these mechanisms, if any, are at work. They all require a specific definition and individual measurement.

2.4. Research Gap and Conceptual Framework

As per the earlier studies, buyers make use of the available cues and packaging damage and evidence of prior use have the ability to affect their responses. There are three distinctions that still matter. The first is the product itself. Its documented usage history may not be the same as how a purchaser perceives it. The second is the experimental design. Experimentation with used or refurbished products typically manipulates visible wear, price, warranty, and uncertainty about quality simultaneously, which complicates attempts at understanding what is uniquely attributable to packaging. The third distinction is the behavior of consumers. Overall evaluation of a product and preference over another product are interconnected reactions that should be reported separately.

The model takes packaging condition (X) as the external cue. It can be used by buyers to make their judgments regarding the appearance of newness of an item. The model depicts this judgment as the perceived product newness (N). This impression can then be linked to the total product evaluation (E) and comparative preference (P). There are also other ways. An intact box might be considered neater by a buyer or interpreted as an indication that the seller has been careful with the item. Each of these impressions might affect the appraisal of the buyer regardless of perceived newness. The empirical model must thus have direct connections between packaging condition and the two outcomes as well as the suggested indirect ones.

3. HYPOTHESIS DEVELOPMENT

3.1. Packaging Condition and Perceived Product Newness

The presence of a factory seal indicates that the item has remained in its original packaging since it was packaged. After the seal is broken, consumers no longer have that cue regardless of whether the seller claims that the item isunused and all accessories are there. The seal provides a cue that consumers can easily detect when the item history cannot be confirmed [1]. Studies on damaged packaging also indicate that the appearance of packages may affect perceptions of products in more ways than the information they provide on contents [2]. Assuming that both the product and sale terms remain the same, purchasers are then supposed to perceive the item in the sealed box as new.

H1: If a commodity is said to be unopened and any other details of the product and transactions are the same, the item will appear more new when it is in its original sealed packaging compared to the same item that is opened, but otherwise unopened.

3.2. Perceived Product Newness and Product Evaluation

An item that appears new can be imagined by a buyer as being kept well, with few signs of use and having a simple history. Such impressions may affect the overall assessment even when the buyer is unable to confirm them. Research on packaging flaws and perceived quality threat indicates that signals of condition can find their way into judgment about products [2, 4]. The anticipated connection is with the general impression of the buyer. It is possible that an item seems immaculate without any indication of superior craftsmanship or dependability and opinions of its performance are unaltered.

After adjusting the perception of packaging condition and other predesignated perceptions of the product, there is higher perceived product newness that will have a stronger positive overall product evaluation.

3.3. Perceived Product Newness and Choice Preference

The alternative offered will determine which item is favored by a buyer. Assuming brand, function, price and warranty are kept equal, the apparent condition difference may be used to explain why the buyer prefers one product over another. Studies on second-hand and reconditioned products indicate that the issue of the condition can also play a role in determining choice, and that the relevance of such concerns may be different based on the product and context of the purchase [3, 5]. The hypothesis can be applied to a controlled comparison among otherwise similar items. Buyers choices in the hypothesis are left open ended as to what they would select when other aspects of the offer differ.

H3: Increased perception of product newness will be related to a greater preference towards the target item when comparing it to another similar reference product.

3.4. The Mediating Role of Perceived Product Newness

The state of packaging can change the appearance of a new item and this perception can then alter the assessment and preference of the buyer in comparison to a reference item. That is the suggested mediation of perceived newness. The analysis must permit partial mediation. A packed box can be cleaner, imply cautious treatment by the seller, or indicate that the object is more appropriate to give as a present. All these perceptions might have affected the evaluation regardless on how fresh the item looks.

H4a: The perceived product newness will be a mediator of the correlation between packaging condition and overall product evaluation.

H4b: The perceived product newness is the mediator of the relationship between packaging condition and relative choice preference.

Packaging condition (X) → Perceived product newness (N) → Product evaluation (E)
→ Choice preference (P)

Figure 1. Proposed conceptual framework

4. RESEARCH DESIGN AND METHODOLOGY

4.1. Experimental Design

The suggested online shopping experiment will be implemented using a between-subjects design. All participants would view a single version of the page. Comparison of items side by side might render the aim of the manipulation apparent. The Condition A listing would display a wireless mouse that was in the original sealed package. Condition B would have the same model in an unopened and intact box. They would both contain a statement that the mouse was not used, had all its accessories and had been inspected in the same manner. The text on the products would be the same and the images would be similar to each other except the difference in packaging.

The first test should be done on a wireless mouse which is a very practical item. It is a common product with relatively straightforward functionality that does not require much explanation, and it is also less prone to generate high levels of hygiene-related concern compared to some of the personal-care products or other products that come into contact with the human body. That will make it simpler to separate the packaging cue. The experiment may then be replicated with headphones or small appliances to determine if there are differences between categories. To conduct the first experiment, all subjects would view a single product and the only manipulation would be in packaging status.

Every other piece of information that may influence the answer of a participant must be the same in all the listings. It covers the brand, model, colour, specifications, list price, shipping cost, delivery

time, warranty, return policy, accessory list, seller rating and stated use history. The opened-box picture must depict the item and its contents without a scratch, stain or missing part. It should be the same warranty as the one provided with the sealed box. These controls prevent apparent damage and incomplete contents and reduced after-sales support to explain a discrepancy between the conditions. The item must clearly indicate that the box has been opened and the mouse is not used.

4.2. Participants, Recruitment, and Procedure

A qualified participant would be an adult who has purchased similar products on the internet. They may be selected either by joining an existing online group or by selecting adult participants of a university community. The report must indicate the eligibility requirements, explain the process of enrollment of participants and indicate who was included in the sample. One example of such a restriction would be the limitation of how much confidence can be placed in the results being applicable to the overall market as a whole. Prior to recruiting, investigators ought to have an a priori power analysis to determine the sample size that is representative of the minimum meaningful effect, the proposed test, the required statistical power (power = 1 -), and anticipated exclusions. Convenience alone does not support this sample size.

The participants would read the information sheet, provide consent, and respond to some questions regarding their eligibility, which would lead to the random assignment of one listing. Once they had viewed it, they would fill out the measures of perceived newness, overall evaluation and relative preference. In the manipulation check, they would be asked if they observed the packaging condition depicted and that the listing was describing the mouse as unused. Questions on demographics and shopping experience could be administered after the key measures to ensure less chance of alerting participants to the comparison of interest. The attention checks and exclusion criteria must be defined beforehand.

The small pilot must be utilized in determining issues related to the list and questionnaire to be used in the main study. The pilot will ensure that participants will perceive the descriptions as they are supposed to do so, consider the shopping situation believable and view the pictures as similar. Participants ought to be able to distinguish the packaging differences but not come up with any other inferences regarding pricing, history of use, guarantee or if all the accessories are present. All issues need to be addressed prior to the collection of the primary data. The pilot is merely to test the material and the hypothesis testing is to be done by the main study. Mixing the pilot and main samples would necessitate previous justification.

4.3. Measures and Operationalization

The participants would evaluate a number of statements regarding perceived newness using a seven-point scale with 1 being very strongly disagree and 7 being very strongly agree. Items to be considered include: This product has given me an impression of being new, Its general condition seems to be almost new and It does not seem to have been used. They are suggested items of this experiment that still need to be validated. Before the actual research, it is necessary to check the wording based on the available literature and test it cognitively. The data of the study would further be utilized to determine reliability and construct validity.

Another group of questions should reflect the general assessment. It could be asking how favorable the impression of the respondent is, whether he or she likes the products and whether they are appealing to the person. These items are a general response. Anticipated performance should be in another measure of perceived quality unless otherwise specified, along with items of reliability or workmanship. The fact that the measures are kept separate enables the research to query whether the packaging alters the perception of newness of the item and whether the respondents also anticipate that a new looking item will perform better.

A reference product is required by the preference measure. One possibility is to provide the same reference to each of the respondents, which is the same as the target brand, model, specifications and price and with a neutral condition statement. The participants may then score their comparative preference of the target on a seven point scale or select either of the two products. It would be best to make that choice of the main outcome prior to collecting the data. A forced choice yields a categorical result and requires a relevant analysis. Both formats can capture the stated preference. Whether that preference translates into an actual purchase would need to be evidenced separately.

Variation among participants can be important too. Possible covariates are experience with opened-box or refurbished products, knowledge of the category or brand, price sensitivity, perceived risk and a tendency to buy new products. Every covariate must have a rationale based on either the design or the theory. One cannot select an alternative just because it is statistically significant. The same rule can be applied in case the design is expanded to analyze contamination or perceived risk. With every additional mechanism, the research should identify the construct, select a proper measure, and formulate a hypothesis that explains its function.

Table 1. Proposed Constructs and Measurement Approach

The packaging condition (X)	that participants are randomly assigned into one of two listings, which include listing with the original unopened package or listing with opened but whole package.
Perceived product newness (N)	There are multiple questions on a seven-point scale that are asking about the newness or unused state of the product.
Total product evaluation (E)	Seven-point items are used independently to measure the extent that a general impression is positive, how much the respondents like the product, and how good the product feels to them.
Relative choice preference (P)	The participants compare the target product to the reference product which is indicated using either 7 point rating of preference or selection of one of the objects.
Perceived quality / risk	These optional secondary constructs would be operationalised and considered independently of perceived newness.

4.4. Data Quality and Analytical Strategy

The guidelines on responses screening must precede the substantial analysis. The duplicate responses, unqualified respondents, unrealistic time taken to complete the survey and the failure to pay attention checks can be used as exclusion reasons provided the rules had been indicated previously and are uniformly implemented. These criteria should be applied regardless of whether a response confirms the hypotheses or not. The report ought to indicate the number of submissions that were received, the number of exclusions made based on each rule and the number that was included in the analysis. It ought to also state what measures were adopted to deal with missing observations and what is implied by transformation of variables.

The analysis will start with defining the sample and how many participants were allocated to every condition. Then the author will proceed to the information on reliability and validity of the measures. Internal consistency is useful, however, construct validity needs more than a high consistency coefficient. The manipulation check has to prove that participants have observed the change in packaging and if it influenced perceived newness. Depending on the size of the sample and the features of the measures, the exploratory or confirmatory factor analysis might also be used to ascertain whether the perceived newness and overall evaluation measures are measuring different constructs.

The comparison of perceived newness scores between the sealed and opened packages could test H1 using an independent-samples t-test or a suitable regression model. The analysis of H2 will calculate

the relationship between perceived newness and the total evaluation, considering packaging status and covariates that were identified earlier. The analysis of H3 is based on the method of preference measurement. It might be appropriate to use a linear model, given a continuous rating or logistic regression, given a binary choice. The significance tests ought to be supplemented with effect sizes and confidence intervals as it enables the readers to determine the size and accuracy of the estimated relationships.

Indirect paths of H4a and H4b must be tested and reported accordingly. A bootstrapping approach might offer confidence intervals of the indirect effects. One possibility is to perform an analysis with 5,000 resamples and the procedure employed must be fully documented. Although the estimated indirect associations may be consistent with the hypothesized mediation, a causal interpretation will need more assumptions. In this case, the experiment randomizes the packaging condition and also measures the perceived newness, therefore, any causal assertion concerning the effect of the mediator on any of the outcomes ought to be conditionalized.

4.5. Research Ethics and Reporting

When necessary, the research must obtain the consent of the relevant institutional or independent ethics committee prior to recruitment. The subject ought to be given a good understanding of what is involved in the study, given an opportunity to provide informed consent, and be given the chance to withdraw according to the approved protocol. The list has to portray the product correctly and contain only true flaws or safety issues. In case of the deception being applied to the real transaction, the research would require proper permission and a debriefing process. Research data must be kept safe and the findings presented in a manner that preserves anonymity of individual participants.

5. DISCUSSION AND MANAGERIAL IMPLICATIONS

5.1. Separate Product History from Perceived Newness

The package may suggest the buyer an image of condition which does not correspond with the real history of the item use. An unopened product can be delivered in a box that has already been opened. A sealed package does not guarantee buyers that the item was kept correctly or without defects. Other listings may obscure these boundaries. Maintaining the terms such as new, unused, opened-box, display and refurbished associated with particular and precisely stated conditions will provide a more solid foundation to customers to evaluate the item in question.

The standard statement can be used by retailers to indicate whether the box has been opened, the product has been examined, the accessories are present, and any signs can be seen. When applicable, the listing must include pictures of the specific product as well as indicative pictures. A clear description of packaging and use history assists buyers not to confuse the two but there will still be some confusion. This information will assist the shoppers to compare goods in a knowledgeable way and it is also applicable when an item appears less than new.

5.2. Make Quality Assurance Observable

A certain type of question about condition is left to buyers of an opened box. The retailers can provide them with a dated inspection record, an accessory checklist, detailed warranty conditions and a return policy that the customer may use. Studies on remanufactured goods indicate a relationship between perceived quality risk and consumer valuation of this type of product [4]. Even though this evidence was taken in another context, it implies that a customer might require some kind of verifiable information regarding the functionality of the product and its condition prior to agreeing to buy a product that seems to be less new than factory-new.

A title like Excellent condition does not give the buyer any insight into the things that the seller has examined. If the seller is able to verify the information, the listing may name the inspection, indicate that the item was tested, and detail any accessories. It needs to be precise in the description of distinctions between opened-box product and factory-sealed product, it must clarify what is known and what is unknown, and it should provide the warranty and return conditions in such a way that customers could compare them.

5.3. Consider Product Category and Price

The perception of newness may vary by shoppers when buying certain products. They could be very cautious about past manipulation when buying an item that will come in contact with the body. Other durable goods may be more concerned with functionality, cost, or warranties. Wallner et al. report that features related to contamination can influence decisions concerning refurbished products [3]. The result is relevant to the current question, but it should be applied to another category or to an unused product in an open package with caution. Replication across product types would be required to make broad conclusions.

The discount may alter the manner in which a favorable assessment influences a decision. A consumer may have a higher opinion of the closed object, but with the price difference being appealing, he can select the opened-box object. This demonstrates the reason why overall evaluation, relative preference, purchase intent and actual purchase behavior must be distinguished. The next experiment could manipulate the magnitude of the discount to see if it moderates the impact of perceived newness. The fact that price was held constant in the first experiment simplifies the interpretation of the role of packaging status.

5.4. Use the Proposed Study as a Decision Tool, Not a Universal Rule

The retailers could apply the framework in examining their photos, their condition labels and the information they provide customers with. The importance of packaging and the extent to which it is important will vary depending on the type of product and the intended consumers. The framework does not specify at what point a sealed package may be worth a price premium. In one category, detailed testing records or an excellent warranty could reduce the influence of package condition, whereas in another category, purchasers might continue to place significant weight on it. Such possibilities need to be empirically tested.

6. LIMITATIONS AND FUTURE RESEARCH

The greatest weakness is the fact that the research ends at the conceptual model and the suggested experiment. The experiment has not been completed, and there is no new consumer information. The hypotheses have not been tested. Sample sizes, regression coefficients, p-values, confidence intervals and estimate of effects observed can only be reported when data collection and analysis has been done. Up to this point, the anticipated relations are hypothetical statements.

The design involves only one product category and one easy alteration of the packaging status. A purchase of a wireless mouse can be more problematic than a purchase of products where hygiene, close contact with people, safety or collectibility are important. The experiment may be modified to cover headphones, clothes, home appliances or personal-care products, based on proper descriptions and suitable materials. If comparison of categories is made, it can be revealed whether the pattern that can be seen in one situation is also present in other situations.

The participants would answer a theoretical shopping task and this way the study would be built upon what they claim to prefer. Their choices might change once they have to pay money, shipping or return the product. Subsequent research can implement incentive-compatible choices, which involve

a simulated market with choices that matter, or employ field data of listings that differentiate between sealed, opened-box, display and refurbished products. To isolate the effect of packaging on the offer, some data would require analyzing prices, warranties, the reputation of the seller, and the history of the product.

The model is based on a limited number of relationships. Perceived risk, fear of contamination, expected quality, visual neatness and trust in the vendor might also contribute towards explaining why package influences perceptions of freshness or reactions to the product. The variables that will be included in the subsequent models depend on the research question and the ability of the sample to support such increased complexity. It is possible that researchers may examine if the suggested relationships are related to discount, return promises, reputation of the seller, or previous purchase behavior. Comparative studies across cultures could also be useful as the social significance that people place on new and used items might be different in different contexts [5].

7. CONCLUSION

Could altering the appearance of a good alter the perception of newness that consumers have towards it, and does this perception also play a role in its assessment and selection? The paper views perceived product newness as an assessment of apparent condition. The actual use history, expected quality, technological novelty and purchase intention represent different facets of the product or the consumer response. The proposed framework is based on cue-utilization theory and studies on packaging and refurbished goods. The external cue is the packaging condition, the perceived newness is the buyer judgment and the two outcomes are the overall evaluation and relative preference.

To test the four hypotheses, the proposed experiment might expose the same unused product both in its original sealed packaging and in a box that was opened but is otherwise undamaged. The remaining details of the product and transaction would be kept constant. The model suggests that greater perceived newness will correspond with more positive evaluations and more significant relative preferences. It also suggests that perceived newness can aid in explaining how packaging status is related to either outcome. These are all untested hypotheses in the absence of primary data. Perceived newness is defined in the paper, what relationship it can have with other variables and how to measure such a relationship when keeping the use status of the item constant is presented.

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