

# Values and mentalities of those who believe and don't believe that manufacturers practice planned obsolescence

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## *Believers:*

An anti-brand (“*no-logo*”) attitude and a degree of *voluntary simplicity* when consuming.

Sensitivity to consumption’s environmental impact and the environmental threats to the planet.

## *Non-believers:*

A desire to play (gamification), joy of consumption, consumption as an immense playing field. They trust companies and their advertising messages.

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- Much stronger
- Stronger
- Weaker
- Much weaker

(\*) The indices are calculated by comparing the groups analyzed to the total population

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