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Supplementary Materials

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Appendix A. **Transcription of instructions**

1. Experiment 1

Part 1: **Introduction [all treatments, presented orally]**

Welcome!
We are researchers from the University of Warsaw. We are conducting a survey, which will only take a few minutes. I am wondering if you would like to participate. At the end of this survey, you will play a game in which you can win a Galeria Wileńska Gift Card, worth 100 PLN. If you have any questions during the survey, do not hesitate to ask.

We would like to inform you that the study is anonymous and all data collected will be used solely for scientific purposes.

Part 2: **Rules: [all treatments]**

In a moment, you will have the opportunity to buy the presented product. You will receive a valuation questionnaire in which you will be asked to specify the maximum price you would be willing to pay for this product.

Your choice will be binding; it will determine whether you buy the product. After you state your amount, a transaction price will be drawn for you. If it is lower than or equal to the amount you specified, **you will be required to buy the product at the drawn price;** however, if the drawn transaction price is higher than the amount you provided, no transaction will take place.

The best thing you can do in this situation is to give your actual valuation, which is the maximum price you are willing to pay for the presented product. If you give an amount higher than your actual valuation, you may have to pay more than you are willing to. If, on the other hand, you give a lower valuation than your actual one, you may be disappointed with your inability to purchase the product offered at an acceptable price.

Example: The participant declares that the maximum price they are willing to pay for the product is 15 000 PLN; a price of 10 000 PLN is drawn. The participant buys

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the product for 10 000 PLN; however, if the price was 20 000 PLN, they would not be able to buy the product. Of course, this is just an example; the amounts involved in the experiment will be significantly lower.

Part 3: Information about the product and valuation questionnaire [Ne]

A hand-painted mug, made by a Gdańsk artist, a graduate of the Academy of Fine Arts, with over 20 years of experience in acquiring ceramics. Capacity: 350 ml.

Only 16% of respondents (more or less 1 in 6) assess the artist's mugs as ugly or so-so.

Remembering that your answers are binding and whether you buy the product will depend on them, give the maximum price that you are willing to pay for the presented mug. (Please enter a specific amount in PLN.)

……..

Part 3: Information about the product and valuation questionnaire [Po]

A hand-painted mug, made by a Gdańsk artist, a graduate of the Academy of Fine Arts, with over 20 years of experience in acquiring ceramics. Capacity: 350 ml.

As many as 84% of respondents (more or less 5 in 6) assess the artist's mugs as nice or very nice.

Remembering that your answers are binding and whether you buy the product will depend on them, give the maximum price that you are willing to pay for the presented mug. (Please enter a specific amount in PLN.)

……...

2. Experiment 2

Part 1: Introduction [all treatments, presented orally]

The same as in Experiment 1.

Part 2: Rules [all treatments]

In a moment, you will receive a questionnaire in which you will be asked to value the presented product. In the questionnaire, you will have to specify the maximum price you would be willing to pay for this product. It will be purely declarative and no real transactions will be made on this basis.

Part 3: Information about the product and valuation questionnaire [Ne]

A hand-painted mug, made by a Gdańsk artist, a graduate of the Academy of Fine Arts, with over 20 years of experience in acquiring ceramics. Capacity: 350 ml.

Only 16% of respondents (more or less 1 in 6) assess the artist's mugs as ugly or so-so.

Give the maximum price that, **hypothetically**, you would be willing to pay for the selected mug. (Please enter a specific amount in PLN.)

……..

Part 3: Information about the product and valuation questionnaire [Po]

A hand-painted mug, made by a Gdańsk artist, a graduate of the Academy of Fine Arts, with over 20 years of experience in acquiring ceramics. Capacity: 350 ml.

As many as 84% of respondents (more or less 5 in 6) assess the artist's mugs as nice or very nice.

Give the maximum price that, **hypothetically**, you would be willing to pay for the selected mug. (Please enter a specific amount in PLN.

……

3. Experiment 3

Part 1: Introduction [all treatments, presented orally]
The same as in Experiment 1.

Part 2: Rules: [all treatments]
The same as in Experiment 1.

Part 3: Information about the product and valuation questionnaire [Ne]

Creamy multiflower honey with the addition of freeze-dried raspberry / real cocoa / dried ginger and garlic. Polish product. No artificial syrups or dyes. Net mass 430 grams. **Regular consumption of honey helps to prevent diseases.**

Remembering that your answers are binding and whether you buy the product will depend on them, give the maximum price that you are willing to pay for the presented honey. (Please enter a specific amount in PLN.)

……..

Part 3: **Information about the product and valuation questionnaire [Po]**

Creamy multiflower honey with the addition of freeze-dried raspberry / real cocoa / dried ginger and garlic. Polish product. No artificial syrups or dyes. Net mass: 430 grams. **Regular consumption of honey helps you stay healthy and in good shape.**

Remembering that your answers are binding and whether you buy the product will depend on them, give the maximum price that you are willing to pay for the presented honey. (Please enter a specific amount in PLN.)

……....

4. Experiment 4

Part 1: **Introduction [all treatments, presented orally]**

The same as in Experiment 1.

Part 2: **Rules [all treatments]**

In a moment, you will receive a questionnaire in which you will be asked to value the presented product. In the questionnaire, you will have to specify the maximum price you would be willing to pay for this product. It will be purely declarative and no real transactions will be made on this basis.

Part 3: **Information about the product and valuation questionnaire [Ne]**

Creamy multiflower honey with the addition of freeze-dried raspberry / real cocoa / dried ginger and garlic. Polish product. No artificial syrups or dyes. Net mass 430 grams. **Regular consumption of honey helps to prevent diseases.**

Give the maximum price that, **hypothetically**, you would be willing to pay for the selected mug. (Please enter a specific amount in PLN.)

……..

Part 3: **Information about the product and valuation questionnaire [Po]**

Creamy multiflower honey with the addition of freeze-dried raspberry / real cocoa / dried ginger and garlic. Polish product. No artificial syrups or dyes. Net mass: 430 grams. **Regular consumption of honey helps you stay healthy and in good shape.**

Give the maximum price that, **hypothetically**, you would be willing to pay for the selected mug. (Please enter a specific amount in PLN.

……

Appendix B. **Transcript of questionnaires [all Experiments]**

1. How would you use the presented product?
   - For myself
   - As a gift
   - I don't know

2. Do you like this product?
   - Definitely yes
   - Yes
   - So-so
   - No
   - Definitely not

3. Gender
   - Female
   - Male

4. Age

……

5. Education level:
   - Primary
   - Vocational
   - Secondary
   - Higher

6. Do you work currently?
   - Yes
   - No

Appendix C. **Experiment 1: Figures and Tables**

Figure C.1 **Experiment 1: selected products**

Source: own photographic documentation

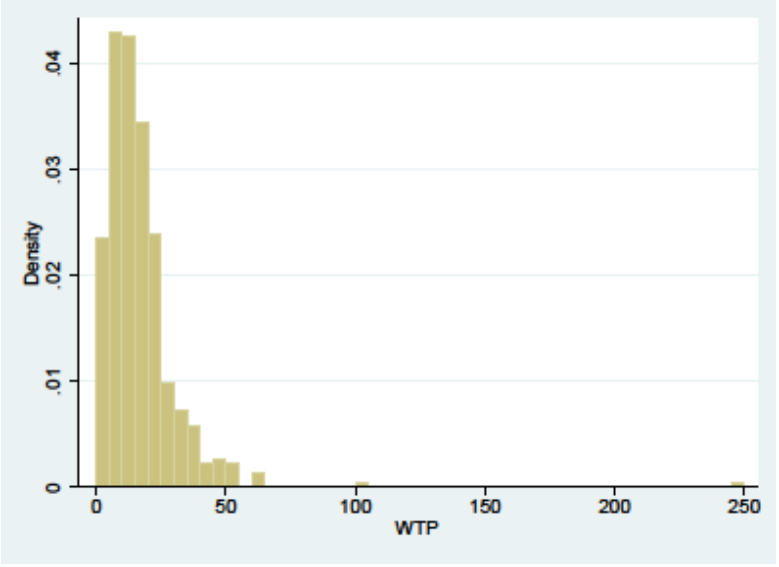

Figure C.2 **Experiment 1: histogram of WTP values across the sample**

Source: own study

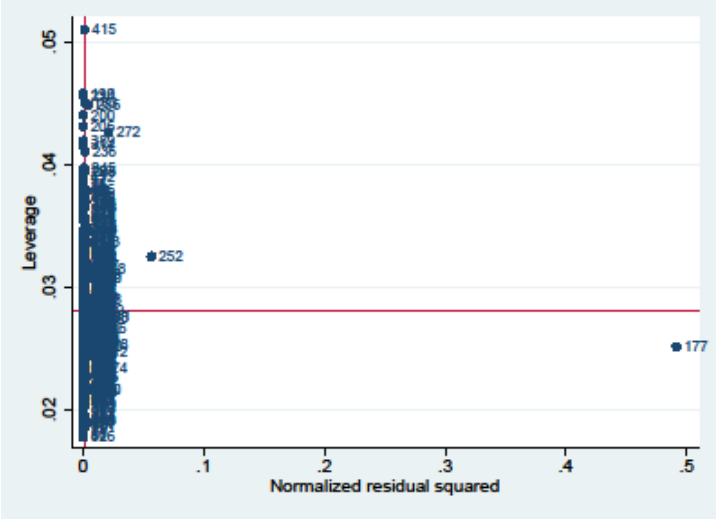

Figure C.3 **Experiment 1: The leverage and squared normalised residuals**

Source: own study

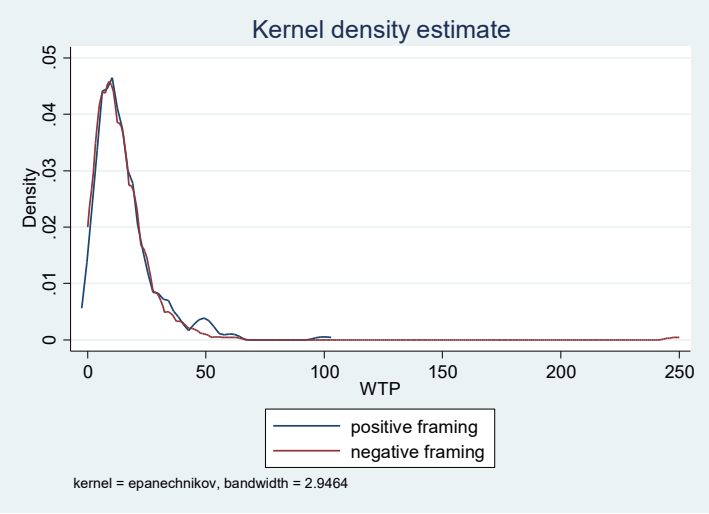

Figure C.4 **Experiment 1: Kernel density estimate**

Source: own study

Table C.1 **Experiment 1: Regression table: WTP values**

	(1)	(2)	(3)	(4)
positive_framing	0.126 (0.163)	0.159 (0.080)	0.148 (0.099)	0.154 (0.090)
Male		-0.141 (0.144)	-0.140 (0.149)	-0.149 (0.130)
Age		-0.008** (0.002)	-0.009** (0.001)	-0.009** (0.001)
higher_edu		-0.226* (0.015)	-0.202* (0.030)	-0.215* (0.024)
Unemployed		-0.230* (0.018)	-0.206* (0.033)	-0.197* (0.045)
Gift			0.088 (0.355)	0.092 (0.343)
very_nice			0.259** (0.007)	0.259** (0.008)
experimenter				-0.098 (0.282)
mug_elephant				0.026 (0.823)
mug_cat				0.075 (0.529)
information				0.114 (0.234)
Cons	2.290*** (<0.001)	2.822*** (<0.001)	2.699*** (<0.001)	2.683*** (<0.001)
N	438	425	425	424
R-sqr	0.0045	0.0605	0.0783	0.0845
F	1.95	5.40	5.06	3.46
Prob>F	0.1631	0.0001	<0.0001	0.0001

* p<.05 ** p<.01 *** p<.001; *p* values in parantheses

Source: own study

Appendix D. **Experiment 2: Figures and Tables**

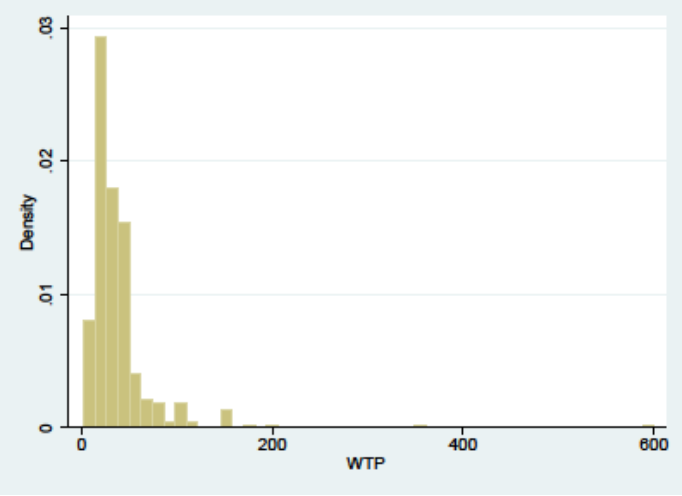

Figure D.1 **Experiment 2: Histogram of WTP values across the sample**

Source: own study

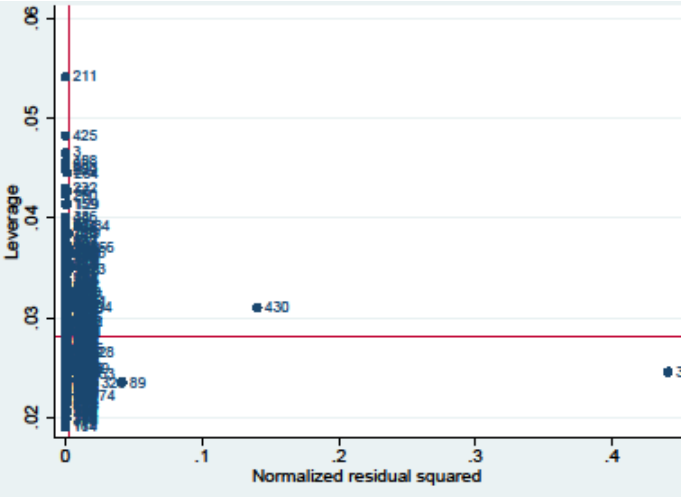

Figure D.2 **Experiment 2: The leverage and squared normalised residuals**

Source: own study

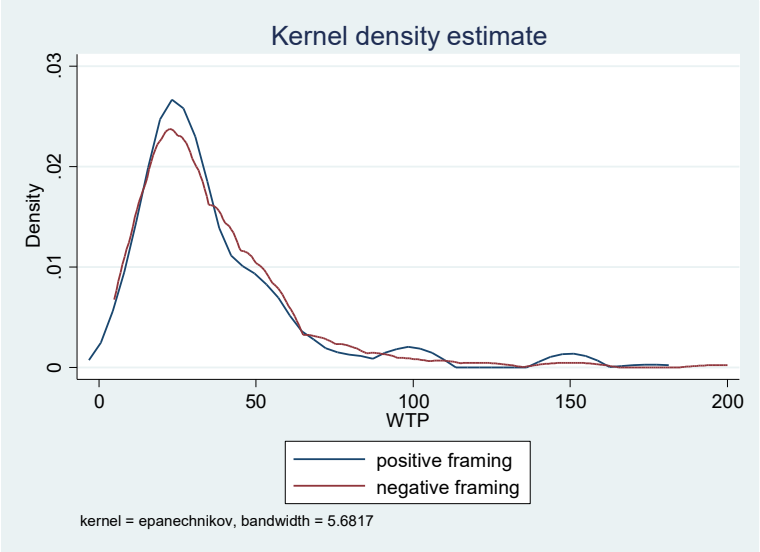

Figure D.3 **Experiment 2: Kernel density estimate**

Source: own study

Table D.1 Experiment 2: Regression table: WTP values

	(1)	(2)	(3)	(4)
positive_framing	0.002 (0.980)	0.026 (0.647)	0.008 (0.882)	0.017 (0.766)
male		-0.092 (0.125)	-0.079 (0.190)	-0.061 (0.317)
age		-0.017*** (<0.001)	-0.017*** (<0.001)	-0.018*** (<0.001)
higher_edu		0.071 (0.221)	0.089 (0.125)	0.080 (0.169)
unemployed		0.023 (0.723)	0.028 (0.668)	0.020 (0.764)
gift			0.017 (0.773)	-0.002 (0.976)
very_nice			0.166** (0.004)	0.162** (0.005)
experimenter				-0.071 (0.213)
mug_elephant				-0.082 (0.243)
mug_cat				0.068 (0.350)
information				-0.091 (0.127)
Cons	3.386*** (<0.001)	4.004*** (<0.001)	3.923*** (<0.001)	4.026*** (<0.001)
N	434	430	430	426
R-sqr	<0.0001	0.1939	0.2097	0.2255
F	<0.001	20.40	16.00	10.96
Prob>F	0.9796	<0.0001	<0.0001	<0.0001

* p<.05 ** p<.01 *** p<.001; p values in parentheses

Source: own study

Appendix E. **Experiment 3: Figures and Tables**

Figure E.1 **Experiment 3: Selected products**

Source: https://pasiekisadowskich.pl/

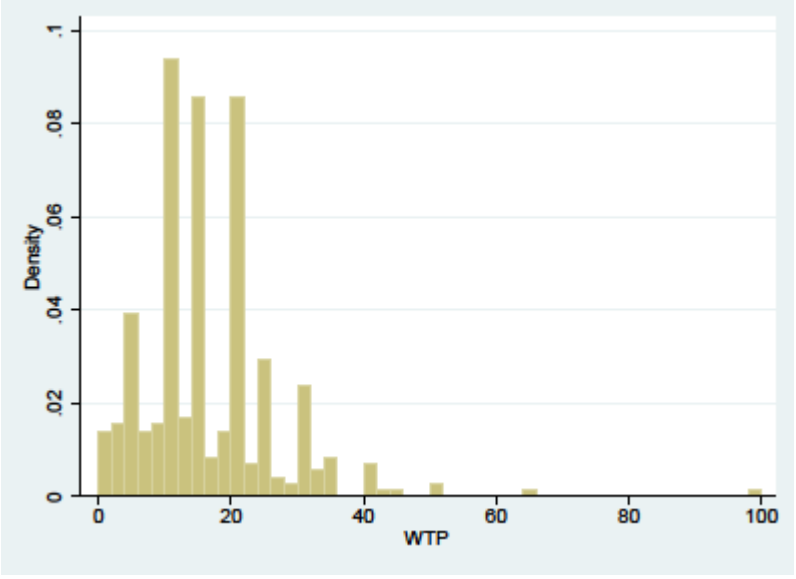

Figure E.2 **Experiment 3: Histogram of WTP values across the sample**

Source: own study

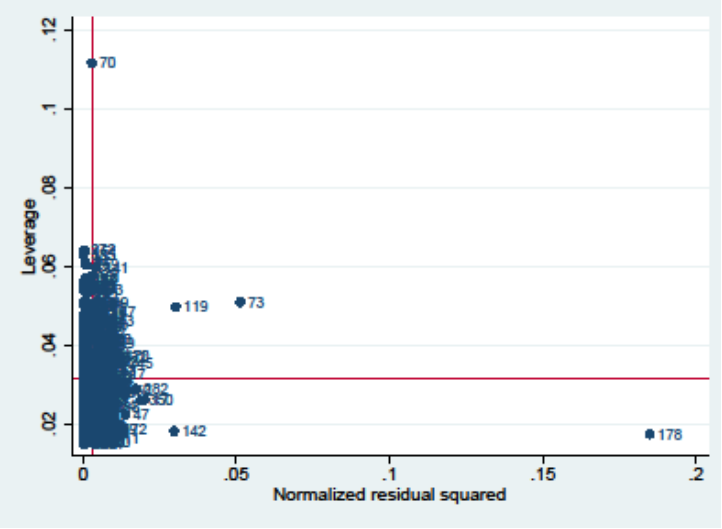

Figure E.3 **Experiment 3: The leverage and squared normalised residuals**

Source: own study

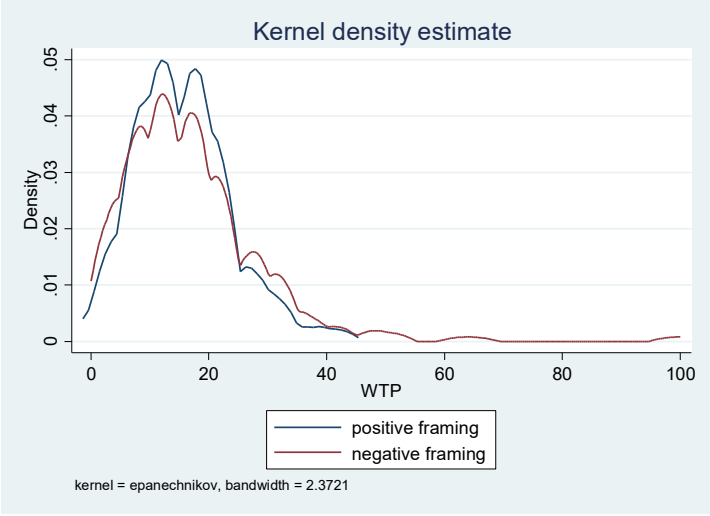

Figure E.4 **Experiment 3: Kernel density estimate**

Source: own study

Table E.1 **Experiment 3: Regression table: WTP values**

	(1)	(2)	(3)	(4)
positive_framing	0.023 (0.765)	0.028 (0.725)	0.030 (0.708)	0.015 (0.856)
Male		-0.093 (0.247)	-0.091 (0.258)	-0.102 (0.207)
Age		0.002 (0.334)	0.002 (0.339)	0.002 (0.494)
education		-0.166 (0.154)	-0.160 (0.179)	-0.150 (0.205)
unemployed		-0.253** (0.004)	-0.254** (0.004)	-0.234** (0.009)
Gift			0.018 (0.848)	0.005 (0.957)
attractive			0.025 (0.818)	0.045 (0.691)
experimenter				-0.118 (0.148)
honey_ginger				0.155 (0.106)
honey_cocoa				0.086 (0.402)
Cons	2.549*** (<0.001)	2.732*** (<0.001)	2.716*** (<0.001)	2.756*** (<0.001)
N	354	348	348	346
R-sqr	0.0003	0.0275	0.0278	0.0390
F	0.09	1.94	1.39	1.36
Prob>F	0.7648	0.0877	0.2088	0.1970

* p<.05 ** p<.01 *** p<.001; *p* values in parentheses

Source: own study

Appendix F. **Experiment 4: Figures and Tables**

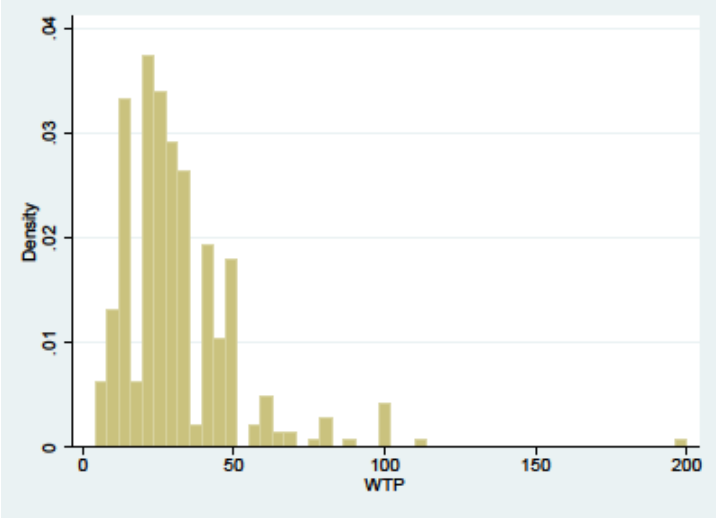

Figure F.1 **Experiment 4: Histogram of WTP values across the sample**

Source: own study

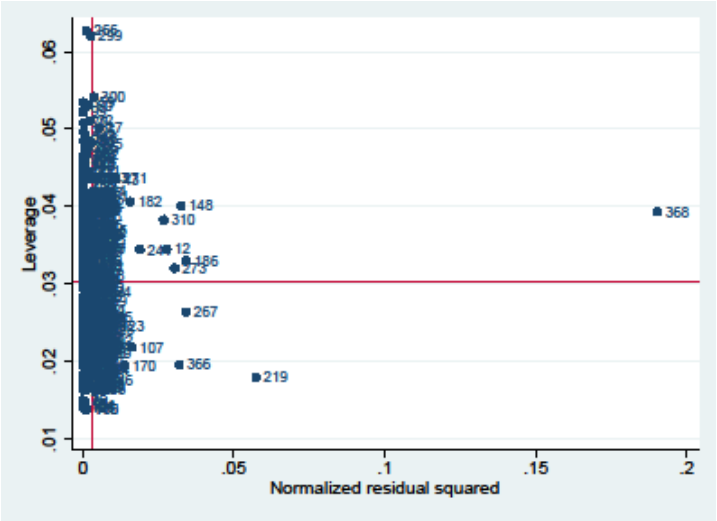

Figure F.2 **Experiment 4: The leverage and squared normalised residuals**

Source: own study

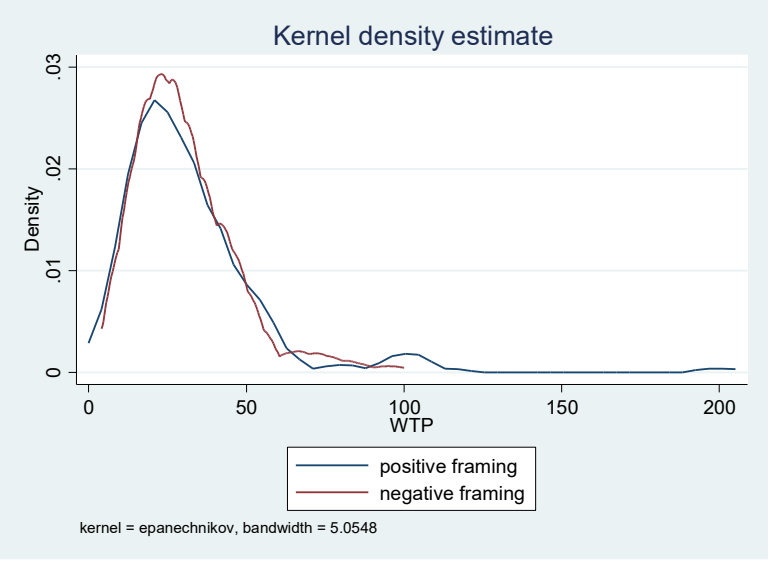

Figure F.3 **Experiment 4: Kernel density estimate**

Source: own study

Table F.1 **Experiment 4: Regression table: WTP values**

	(1)	(2)	(3)	(4)
positive_framing	-0.018 (0.764)	-0.015 (0.792)	-0.002 (0.968)	-0.019 (0.747)
male		-0.182** (0.002)	-0.178** (0.002)	-0.181** (0.002)
age		-0.009*** (<0.001)	-0.009*** (<0.001)	-0.009*** (<0.001)
education		-0.048 (0.543)	-0.047 (0.554)	-0.041 (0.610)
unemployed		-0.002 (0.976)	-0.012 (0.853)	-0.021 (0.756)
gift			0.094 (0.204)	0.092 (0.218)
attractive			0.174* (0.010)	0.176** (0.009)
experimenter				-0.066 (0.268)
honey_ginger				0.098 (0.172)
honey_cocoa				0.071 (0.324)
Cons	3.277*** (<0.001)	3.703*** (<0.001)	3.634*** (<0.001)	3.643*** (<0.001)
N	367	362	362	361
R-sqr	0.0002	0.0857	0.1087	0.1172
F	0.09	6.67	6.17	4.65
Prob>F	0.7637	<0.0001	<0.0001	<0.0001

* p<.05 ** p<.01 *** p<.001; *p* values in parentheses

Source: own study

Appendix G. **Variable labels**

positive_framing: 1 - for positive framing, 0 - for negative framing

male: 1 - male, 0 - female

age

higher_edu: 1 - if the participant has higher education, 0 - in all other cases

education: 1 - if the participant has higher or secondary education, 0 - if the participant has primary or vocational education

unemployed: 1- if the participant is unemployed, 0 - otherwise

gift: 1 - if the participant would like to use the mug/honey as a gift, 0 - in all other cases

very_nice: 1- if the participant assesses the presented mugs as very nice, 0 - in all other cases

attractive: 1- if the selected honey is attractive or very attractive to the participant, 0 - in all other cases

experimenter: 1 - if the experiment was conducted by experimenter no. 1, 0 - if the experiment was conducted by experimenter no. 2

mug_elephant: 1- if the participant selected the mug with an elephant; 0 - otherwise

mug_cat: 1- if the participant selected the mug with a cat, 0 - otherwise

honey_ginger: 1- if the participant selected the honey with garlic and ginger; 0 - otherwise

honey_cocoa: 1- if the participant selected the honey with cocoa, 0 - otherwise

information:1- if the participant was exposed to framing before information about the valuation procedure, 0 - otherwise

Appendix H.

Table H.1 **Regression table: mugs**

	(1)	(2)	(3)
positive_framing	0.300* (0.023)	0.311* (0.021)	0.319* (0.020)
male		-0.278 (0.055)	-0.290* (0.049)
age		0.008* (0.039)	0.008* (0.042)
unemployed		-0.213 (0.148)	-0.178 (0.232)
gift		-0.185 (0.181)	-0.184 (0.189)
experimenter			0.0326 (0.811)
mug_elephant			0.351* (0.043)
mug_cat			0.511** (0.004)
information			0.181 (0.204)
cut1_cons	-4.836*** (<0.001)	-4.765*** (<0.001)	-4.384*** (<0.001)
cut2_cons	-2.485*** (<0.001)	-2.428*** (<0.001)	-2.042*** (<0.001)
cut3_cons	0.487*** (<0.001)	0.572*** (<0.001)	0.977*** (<0.001)
N	875	858	854
Prob>F	0.0231	0.0029	0.0010

* p<.05 ** p<.01 *** p<.001; *p* values in parentheses

Source: own study

Table H.2 **Regression table: honey**

	(1)	(2)	(3)
positive_framing	-0.372* (0.014)	-0.365* (0.017)	-0.353* (0.023)
Male		-0.457** (0.004)	-0.444** (0.005)
Age		0.012* (0.013)	0.010* (0.038)
Unemployed		0.086 (0.606)	0.093 (0.584)
Gift		0.281 (0.135)	0.247 (0.194)
experimenter			0.256 (0.107)
honey_ginger			0.156 (0.408)
honey_cocoa			-0.101 (0.602)
cut1_cons	-6.090*** (<0.001)	-6.504*** (<0.001)	-6.387*** (<0.001)
cut2_cons	-3.870*** (<0.001)	-3.643*** (<0.001)	-3.524*** (<0.001)
cut3_cons	-1.873*** (<0.001)	-1.594*** (<0.001)	-1.472*** (<0.001)
cut4_cons	1.165*** (<0.001)	1.524*** (<0.001)	1.663*** (<0.001)
N	723	712	709
Prob>F	0.0138	0.0003	0.0009

* p<.05 ** p<.01 *** p<.001; *p* values in parentheses

Source: own study

Appendix I.
Analysis of the homogeneity of experimental groups

Table I.1 **Experiment 1: Comparison of respondents' characteristics between treatments**

		Negative	Positive	*p*
Gender	Female	64.09 %	69.55%	0.2249
	Male	35.91%	30.45 %	
Age	Mean	35.85	38.50	0.1512
	Median	32	34	
Employment	Employed	66.67%	64.71%	0.6653
Education	Primary	10.45%	7.27%	0.5295
	Vocational	0.45%	1.36%	
	Secondary	43.64%	45.45%	
	Higher	45.00%	45.91%	

Source: own study

Table I.2 **Experiment 2: Comparison of respondents' characteristics between treatments**

		Negative	Positive	*p*
Gender	Female	68.52%	64.19%	0.3418
	Male	31.48%	35.81%	
Age	Mean	37.03	38.21	0.6426
	Median	33	35	
Employment	Employed	76.39%	68.52%	0.0674
Education	Primary	6.51%	9.26%	0.0784
	Vocational	1.86%	0.93%	
	Secondary	43.26%	48.15%	
	Higher	48.37%	41.67%	

Source: own study

Table I.3 **Experiment 3: Comparison of respondents' characteristics between treatments**

		Negative	Positive	p
Gender	Female	49.72%	61.71%	0.0233
	Male	50.28%	38.29%	
Age	Mean	37.03	35.11	0.0976
	Median	33	29	
Employment	Employed	69.27%	65.34%	0.4302
Education	Primary	7.82%	7.95%	0.3407
	Vocational	6.15%	7.39%	
	Secondary	35.20%	42.05%	
	Higher	50.84%	42.61%	

Source: own study

Table I. 4 **Experiment 4: Comparison of respondents' characteristics between treatments**

		Negative	Positive	p
Gender	Female	59.56%	56.28%	0.5258
	Male	40.44%	43.72%	
Age	Mean	36.03	35.18	0.7840
	Median	31	30	
Employment	Employed	69.95%	68.85%	0.8207
Education	Primary	9.24%	10.38%	0.6747
	Vocational	7.61%	8.74%	
	Secondary	34.78%	36.61%	
	Higher	48.37%	44.26%	

Source: own study