



How would knowing/not knowing the asymmetrically dominated effect influence the experience of purchase?

Examining the hedonism purchasers get after falling/not falling prey to the asymmetric dominance effect in online and offline situations

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ABSTRACT

Title

How would knowing/not knowing the asymmetrically dominated effect influence the experience of purchase?

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Author

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Abstract

The asymmetrically dominated effect (more commonly known as the decoy effect) has been used by marketers to steer purchasers towards a specific offering in a choice set and to make them believe that they have made the best decision.

This study examines the decoy effect from the purchasers' perspective and investigates how much pleasure they derive from choosing a particular offer when making a decoy-affected purchase.

Since there has been an exceeding increase in the frequency of online purchases in recent years, hedonism gained from a decoy-affected purchase is measured and compared in both offline and online contexts.

The results from the study illustrate that giving people a revision chance on their decision and giving them knowledge about the decoy effect might not lead to a change in their decision in a decoy-affected purchase, but they do have a significant impact on the hedonic gain from the purchase.

It was also found that although there is not a vital difference in the hedonic gain between offline and online purchases, manipulation of the knowledge of the decoy effect is more robust in offline purchases.

These insights can help marketing practitioners improve their marketing strategies to increase customer satisfaction and sales.

Keywords

Asymmetrically Dominated Effect, Decoy effect, Decision-making, Hedonism, Happiness, Knowledge, Psychological Distance, Offline and Online Purchases

RESUMO

Título

Como é que ter conhecimento/ não ter conhecimento do efeito assimétrico dominado influencia a experiência de compra?

Análise do hedonismo que os consumidores têm após caírem/ não caírem como presas ao efeito de dominância assimétrica em situações offline e online.

Autor

Reza Sedighi

Resumo

O efeito assimétrico dominado (mais comumente conhecido como efeito de engodo) tem sido utilizado pelo mercado para direcionar os consumidores para uma oferta específica num conjunto de escolhas e convencer que tomaram a melhor decisão.

Este estudo examina o efeito de engodo do ponto de vista do consumidor e investiga o prazer da escolha de uma determinada oferta quando é feita uma compra com efeito de engodo.

Com o aumento excessivo do número de compras online nos últimos anos, o hedonismo ganho com uma compra afetada pelo engodo é medido e comparado tanto em contextos offline como online.

Os resultados do estudo ilustram que dar aos consumidores uma segunda oportunidade de reverem a sua decisão e conhecimento sobre o efeito de engodo pode não ter influência nos consumidores que mudam a sua decisão, mas afeta significativamente o hedonismo da compra. Além disso, verificou-se que embora não haja uma diferença vital no hedonismo entre compras offline e online, a manipulação de ter ou não conhecimento do efeito de engodo é mais robusta nas compras offline.

Estes conhecimentos podem ajudar os profissionais de marketing a melhorar as suas estratégias e aumentar vendas e a satisfação dos seus clientes.

Palavras-Chave

Efeito assimétrico dominado, Efeito engodo, Tomada de decisões, Hedonismo, Felicidade, Conhecimento, Distância Psicológica, Compras Offline e Online

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CHAPTER 1. INTRODUCTION

1.1. Problem Definition and Relevance

We all have knowingly or unknowingly experienced the asymmetrically dominated effect (more vastly known as the decoy effect) in our lives. Every time you see an extra-large popcorn in the cinema stand which is just a little more expensive than the large-sized one (Simonson, 2014), or when you go to Starbucks to get a coffee and realize that the Grande size¹ is a better price to size deal than the others, the decoy effect is at work trying to persuade you to choose a specific option. Even when a presidential candidate exits the race in favor of another candidate, the decoy effect is in action (This happened during the 2000 United States presidential election when George W. Bush won the election and it is believed by a majority of people that Nader's leave were critical incentives in Bush's victory – Hedgcock et al., 2009). Simply put, a decoy product is placed in a choice set to manipulate the attractiveness and desirability of other products in the set (Hu & Yu, 2014).

Purchasing products is one side of the story, and the happiness and the hedonic gain from the purchase is the other side. Every product has its hedonic and utilitarian aspects (Batra & Ahtola, 1991). There are numerous incentives such as gender, age, price, wealth, and even people's favorite football team results in the last game that can change the amount of hedonic and utilitarian gain people get when purchasing a product (Singla & Hiray, 2019; Kahneman et al., 2021). Psychological distance also counts as a stimulus that can influence the purchase experience and modify the gains. The context in which the purchase is made can be considered a measure of the psychological distance. Offline purchases are classed as low psychological distance because purchasers get the chance to touch and feel the product. In contrast, online purchases are classified as high psychological distance as there is no touching and feeling the product included. Because of that, psychological distance is studied through offline and online contexts in this study.

There has been a steady growth in internet users during the last decade. As of January 2021, there were more than 4.6 billion active internet users worldwide, making up around 59% of the world's population (Statista, 2021). This has affected our lives in many ways, such as

¹ Starbucks has its own strategy in naming the cup sizes: the small one is called Tall, then there is Grande, and the large cup size is called Venti (Sometimes there are even more options such as Short for extra small and Trenta for extra-large cup sizes but they are not always available on the menu).

communicating, accessing information, and purchasing (Amiel & Sargent, 2004; Rose et al., 2011). The occurrence of Covid-19 also escalated the number of online purchases intensely (Galhotra & Dewan, 2020).

Understanding the hedonic gains from purchases in both offline and online contexts can help businesses enhance their strategies and help customers make better decisions when purchasing.

1.2. Problem Statement & Research Questions

This research aims to study the effect of the knowledge on the decoy effect and the context in which the purchase is made (offline vs. online) on the hedonic gain after a decoy-affected purchase². Since offline/online ways of purchases are good representatives of psychological distance, the research questions can be formulated as:

***RQ1:** Would knowledge of the decoy effect influence the hedonic gain in a decoy-affected purchase?*

***RQ2:** Would the context in which the purchase is made (offline vs. online) play a role in the hedonic gain from the purchase?*

***RQ3:** Is there a potential interaction between the context of the purchase and knowledge to the decoy effect that affects the hedonic gain after a decoy-affected purchase?*

In summary, the main objectives of this study are first, to observe if the significance of the decoy effect would reduce after people know its presence in a purchase, second to compare the robustness of the effect and its influence on hedonic gains in the contexts of offline and online purchases, and in the end, to understand if purchasers feel happier/more satisfied/more confident/smarter (the measures of hedonic gain) after knowing that the seller is trying to defraud them with the decoy effect.

1.3. Thesis Structure

The dissertation is divided into six chapters, specifically: (1) Introduction, (2) Literature Review, (3) Hypotheses Definition, (4) Methodology, (5) Data Analysis and Results, and (6) Conclusions and Implications.

² A purchase experiment where there are at least one target, one competitor, and one decoy product present.

In chapter 1 – Introduction – problem definition and relevance of the study, and statements of problems and the research questions are explored.

Chapter 2 – Literature Review – provides a review of the previous literature on which the dissertation is based, addressing the main topics and concepts related to the study.

In chapter 3 – Hypotheses Definition – the hypotheses are generated from the key findings in the literature reviews.

Further in chapter 4 – Methodology – the research approach is introduced. It is followed by the sampling presentation, the data collection, materials used in the study, and the research design.

Chapter 5 – Data Analysis and Results – includes data cleaning, samples characterization, scales reliability, and manipulation checks. Followingly, the main results of the study are presented.

Lastly, Chapter 6 - Conclusions and Implications – presents the main findings and conclusions, managerial/academic implications, limitations, and further research.

CHAPTER 2. LITERATURE REVIEW

2.1. Hedonism & Utilitarianism

“Nature has placed mankind under the governance of two sovereign masters, pain, and pleasure. It is for them alone to point out what we ought to do, as well as to determine what we shall do”.

- Jeremy Bentham, An Introduction to the Principles of Morals and Legislation

Socrates believed that hard work was the only thing that brought happiness. On the other hand, Aristippus, one of his companions, was overwhelmed with joy, wine, and sexual interactions. None of these scholars admired each other's way of life, and both considered their own way the correct path to bliss (Lampe, 2014).

Hedonism comes from the ancient Greek philosophical term *hēdonismos*, originating from Aristippus's path translated as “Pleasure.” Hedonism is commonly distinguished between psychological hedonism and ethical hedonism. Psychological hedonism (also known as motivational hedonism) states that pleasure (and pain, on the contrary) is what motivates humans. On the other hand, Ethical hedonism (also known as evaluative hedonism) expresses that pleasure is the only worthy and valuable concept (on the contrary, pain is the only disvalued concept - Moore, 2004). Simply said, psychological hedonism assumes that pleasure itself is the desire, whereas ethical hedonism considers pleasure to be the only valuable concept (Tatarkiewicz, 1950).

Stebbins (2001) studied the major strengths and weaknesses of taking a hedonic path. Some of his findings are as follows: His studies showed that taking casual leisure in life leads to an increase in creativity among people. Also, this lifestyle supports *edutainment*, a term created by combining education and entertainment and mainly used to express education through entertainment (Anikina & Yakimenko, 2015). He also indicated that a hedonic lifestyle could support creating interpersonal relationships. Stebbins counts boredom and disinterest as the major negative consequences of hedonism.

On the other hand, utilitarianism declares that the most prosperity and virtue arises from the morally correct actions, which should be the path to be taken in life (Driver, 2014). Good in utilitarianism is as pleasure is in hedonism.

There have also been critiques given to utilitarianism. One famous critique is called the dearest and the nearest objection. It states that if someone has been given a choice to give an amount of money (imagine 100€) to their son, or a slightly larger amount (110€) to a complete stranger, there is an enormously higher chance that they will choose their son as the receiver of the money. It means that people care more about their nearest and dearests than a total stranger, which is not surprising at all. Even if they were given a chance to revise their decision, they would still have the same choice. This contradicts the fundamentals of utilitarianism because utilitarianism expects people to choose the option with the most virtue and more virtue is produced when a more considerable amount is given to the stranger (Smith, 2009).

Both of these schools of thought have been developed, and theories such as consequentialism have been introduced. This thought suggests that the only measure of whether an act is morally right or wrong is its consequences (Sinnott-Armstrong, 2019).

Looking at hedonism and utilitarianism from the marketing perspective, salespeople should consider that consumers should be kept happy and joyful, and the experience should be pleasurable (Kastanakis et al., 2022). A study by Gilovich et al. (2015) shows that even the process of purchase and payment process can have hedonic and utilitarian consequences. This indicates that purchasing has become a major need in our lives (O'Shaughnessy & O'Shaughnessy, 2002), and it directly triggers our hedonic and utilitarian feelings (Babin et al., 1994; Jantzen et al., 2012).

Hirschman and Holbrook (1982) defined hedonic consumption characteristics as "facets of consumer behavior that relate to the multisensory, imaginative, and emotional aspects of the experience with products." Following that, studies have been conducted to understand the pleasure in consumers deeper and to find the effect of incentives such as the amount of payment (Bagchi & Block, 2011), method of payment (Thomas et al., 2011), and even heritability and genetics (Simonson & Sela, 2011) on hedonic gains from a purchase. Nonetheless, Alba & Williams (2013) argued that consumers are not optimally pursuing hedonism.

A study by Moore & Lee (2012) shows that the more focus there is on the hedonic characteristics of the products rather than the utilitarian characteristics (meaning that the product is more pleasurable than practical), people tend more to consume those products and be happier with their purchases (Moore & Lee, 2012). Thus, the pleasure people gain from consuming a product would be a proper measure to represent hedonism. Many studies have

been built up considering that pleasure and happiness are measures to study hedonism. Dhurup (2014) used pleasure as a measure to research hedonism in fashion consumption; Clarke & Mortimer (2013) used it to examine self-gifting motivations, and Chang et al. (2014) used it in the online gaming context. There have been various indicators used to measure hedonism in different contexts. Pleasure, excitement, escape, interest in the experience, pleasantness of the feeling of the purchase, joy, demand, satisfaction, stress relief, enchantment are some of the measures used to study hedonic experiences (Hirschman, 1982; Childers et al., 2001; Grappi & Montanari, 2011; Olsen, & Skallerud, 2011; Stock et al., 2014).

Among all, adventure and interest are the most representative measures that do not precisely match theoretical hedonic measures, pleasure, and joy. This means that practical hedonism does not always coincide with theoretical hedonism (Borgers et al., 2016), but the measurements can be used as an estimate to measure hedonism.

2.2. Asymmetrically Dominated Effect

In mathematical terms, the axiom of choice states that for an infinite collection of non-empty sets, a new set can be formed in which elements from each set are contained (Zermelo, 1904). In simpler terms, the axiom of choice claims that if you have a finite or an infinite number of non-empty sets, a subset can be created containing exactly one element from each set. Although critics have questioned the credibility of this axiom, it has been the basis of many mathematical theorems.

Assumption of proportionality, which is derived from the axiom of choice, states that the probability of a customer selecting a specific brand from a choice set can be expressed as a function of the scale values of the brand in the choice set (Luce, 1959). From this statement, Luce concluded that a new offering in the market takes from others in proportion to their original shares. Since then, subsequent studies and marketing strategies have been generated using this conclusion as to their basis. Reibstein (1978) has used this assumption to estimate individual probabilities of brand choice by simulating supermarket purchases of soft drink brands among subjects and then determined an estimate for individual probability vectors. Punj & Staelin (1974) have also applied this assumption to their study to find an answer to how students accepted in several schools choose which one to attend so that the schools can create a marketing strategy to attract more students.

All of the studies mentioned have two assumptions in common: First, *the regularity assumption*. Regularity assumption states that It is impossible to increase the probability of choosing an option from the original set by adding a new alternative. The second assumption is called *the similarity hypothesis*. This hypothesis asserts that a new alternative takes a disproportionate share in the market from those with which it is most similar (Tversky, 1972).

Although there are a lot of studies relying on these two, they are not always correct.

Tversky questioned the regularity assumption by stating that most assumptions were based on independence among alternatives. As alternatives in a choice set are not necessarily independent from each other, the assumption is not always correct. To exemplify, let's consider the choices in an election. Although the alternatives are independent of each other, the existence or nonexistence of one specific alternative, can manipulate the choice set (Bordes & Tideman, 1991).

Tversky then introduced the elimination by aspects process. To give an example, imagine you want to book a hotel room for your next trip. You have a lot of choices available, but for you, the quality of the hotel (Which we assume is only defined by the number of stars the hotel has) is the most essential matter. So, you narrow your search only to the hotels with three stars or more and eliminate all other choices (regardless of other specifications). The following important matter for you is being near the beach. You will then eliminate the options that are more than a walking distance from the beach. You will do this until you have just one choice left, which would be your final choice.

Furthermore, In a study done by Corbin & Marley (1974), they contradicted the assumption of regularity and Tversky's elimination by aspects model by giving two examples. The first example describes a situation where someone is willing to purchase a hat. Let's assume that there is only one shop available and the person finds two hats that they like exactly the same in the shop. Then, the clerk shows them another hat, identical to one of the two. There is a high chance that the customer will choose the unidentical hat in order not to see someone purchasing a hat just like them. The second example describes another situation where someone is invited for dinner in a restaurant and, to respect the host, refuses to choose the most expensive food on the menu regardless of their interest. These examples disagree with the fundamentals of regularity assumption and Tversky's elimination by aspects process as in the examples products' aspects themselves do not influence the final decision.

Huber et al. (1982) also challenged the credibility of these assumptions by introducing the asymmetrically dominated alternatives effect (also known as the decoy effect). They discovered that by adding an asymmetrically dominated offering (the decoy) to a choice set of more than two alternatives, the market could be manipulated, and the probability of choosing the dominating offering (the target) can be increased violating both regularity and similarity assumptions.

To show the effect more explicitly and reduce error, they limited the market to two main products and one decoy and assigned only two characteristics for each product. Each of the main products is superior in one characteristic but not the other, making each product unique in one dimension. On the other hand, the decoy is inferior in at least one of the characteristics, and as it has no unique attributes, it would almost never be chosen. The decoy is added to the market to raise awareness of the target product and increase the probability of it being chosen over the other offering (the competitor).

Even though the study's main hypothesis was to observe if the decoy would draw attention in favor of the target, any substitution between the choices from the participants would be considered a violation of the regularity and similarity hypotheses.

To test the strength of the effect, the percentage of the number of times the target was selected was compared to the exact measurement for the competitor in the presence and absence of a decoy in both within-subject and between-subject scenarios.

For this study, a simulation of four different strategies for the decoy was conducted in different product categories. The characteristics of the decoy were defined regarding the superiority and inferiority status of the characteristics for the target and the competitor in two characteristic dimensions (Figure 1). The decoy was once placed on the dimension on which the target is weak (R), once on the dimension to support the superior characteristic of the target (F), and once a combination of both prior strategies was used to place the decoy. In this case, both dimensions were supported by the decoy (RF). The first experiment was also repeated with a more considerable distance between the target and the decoy (R*) to test the robustness of the effect. Figure 1 represents the four strategies for the placement of the decoy:

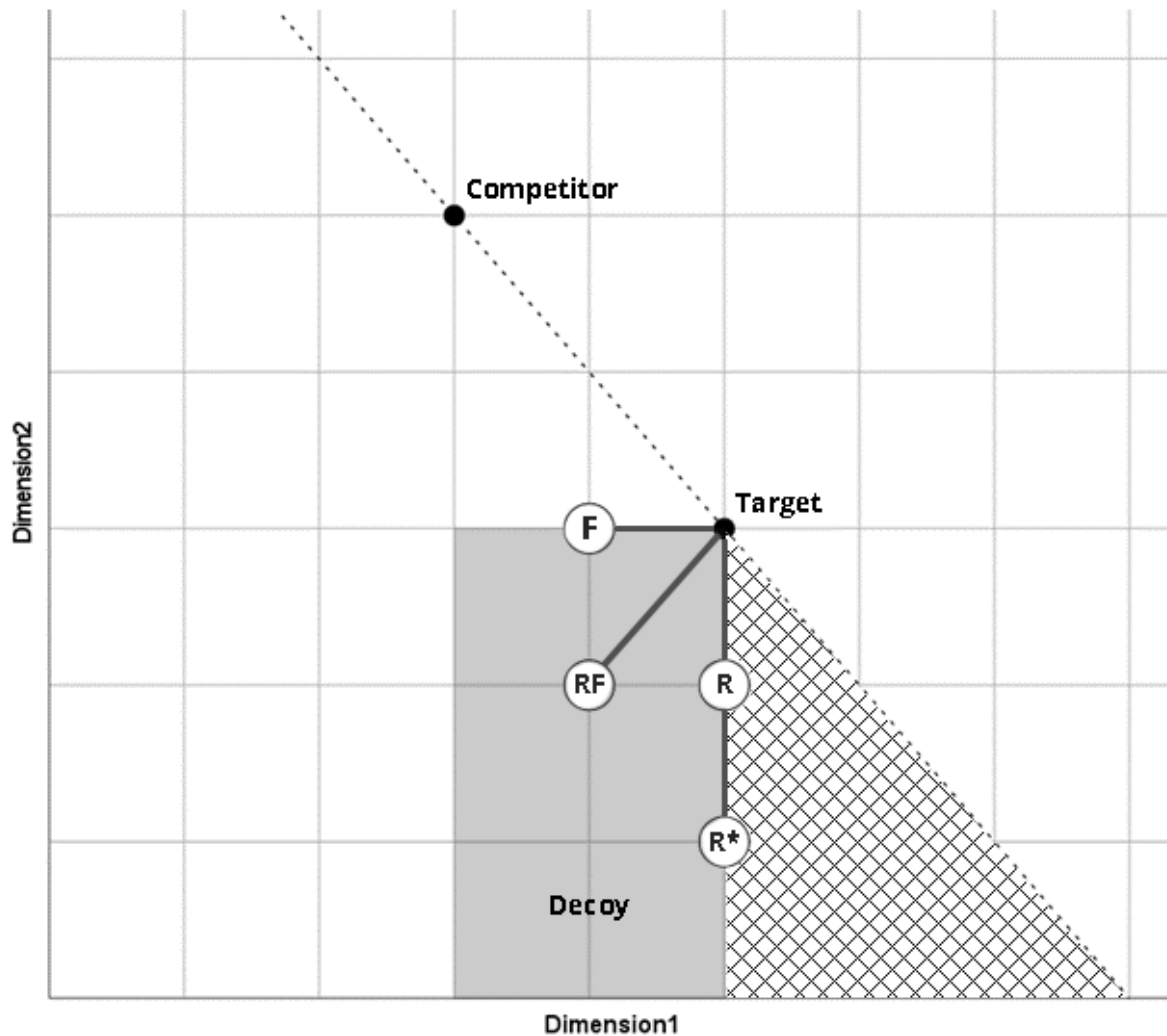


Figure 1 - Different Strategies for Decoy Placement

Although every point in the grey area would be considered as a decoy, these four points were chosen from the area so that each represents one characteristic.

It was observed that the decoy effect was the strongest in the first strategy (R), where it was placed to support the weak characteristic of the target. Following that was the (R*) strategy with the more extreme procedure. By comparing R with R*, the effect became less robust, mainly because the biasing effect was increased. The combined strategy (RF) and the one where decoy was placed on the dimension on which the target was superior (F) were respectively the weakest. That could be interpreted because these two were too complex and too complicated for the participants to distinguish between the dominating and the dominated offerings.

The study continues by having the participants repeat the same test for the within-subject scenario. It was observed that the effect was stronger between subjects than within them.

This effect would still be feasible in larger markets with more characteristic dimensions for each alternative, but as seen in the study, increasing complexity would lead to customer confusion and reduction of the significance of the decoy effect.

So far, we have encountered three different choice model propositions: *Assumption of proportionality* which asserts that each new offering in the market would take a proportional share from other existing offerings. *Similarity effect* claiming that the more similar the new offering to other existing products is, the more it hurts their market share. And *the asymmetrical attraction effect* which asserts that a new offering might support similar products and increase their market share. Each assumption is developed from the prior assumptions and has tried to discover choice models more specifically.

Huber & Puto (1983) advanced the asymmetrical attraction effect by presenting further studies in which the decoy is not inferior in both dimensions but is just less desirable, making it relatively inferior. Unlike prior studies that the favourability of the decoy was almost zero, in their studies, the decoy was only less favorable than other alternatives in the set (the hatched area in figure 01). They defined three main scenarios, and the rest of the procedure was similar to the previous studies. The first two tests were based on a market with two main products with different population sizes and the placement of the decoy in the market. The third test was created with four offerings in three different dimensions.

There were essential conclusions derived from the studies: first of all, it was concluded that by changing the location of the decoy, competitors' share would not change significantly; this means that the summed share of decoy and the target would not face a notable change. The second conclusion was that the stronger the decoy becomes, the more market share it gets from the target.

Many studies have implemented the decoy effect in different cases and industries. Josiam & Hobson (1995) tested the credibility of the decoy effect on various tour packages. Wu & Cosguner (2020) also studied the effect and its robustness on an online jewelry retailer. Parrish et al. (2015) extended the effect to non-humans and tested it on rhesus monkeys. The effect was not as strong as in humans, but the presence of the effect could be observed.

In addition, there have been developments on the effect by elaborating potential effective factors on the robustness of the decoy effect and observing how the effect would function under these circumstances.

Ratneshwar et al. (1987) combined the concept of the decoy effect with the consumer's familiarity and meaningfulness of the product to the consumers to verify the strength of the decoy effect. By meaningfulness, consumers' ability to discriminate specific characteristics, and by familiarity, prior experience, and knowledge about the product and its features are meant. They observed that although both factors were influential on the strength of the decoy effect, meaningfulness was a more decisive factor than familiarity in moderating the effect of attraction. Meaning that the decoy effect can be distinguished and therefore not selected when the product was meaningful to the consumers in comparison to when the product is familiar.

Simonson (1989) also included the factor of preference uncertainty in his study of attraction effect. He presumes that people tend to look for and choose the offering that gives them the highest utility under uncertainty. Also, when two or more alternatives are valued equally, the product which has the superiority on the more important attribute will be chosen. As he was expecting, he noticed that the more uncertain the situation gets, the weaker the power of the decoy gets.

In another study conducted by Mishra et al. (1993), they studied popularity on the attraction effect. They also created a causal model to describe the impact of popularity, knowledge, task involvement, decoy similarity, and information relevance on the effect. Their findings explained that the preference strength of the brand is the most potent and influencing factor among all the mentioned factors in reducing the robustness of the decoy effect. They also observed the strength of each factor might vary depending on the product category. The second most robust factor was the popularity of the decoy. The reason for that can be explained by the Conformity Experiment (Asch, 1951). This experiment showed that people tend to conform with others and to follow the social norms even if they know that the norms are not correct. The effects of other factors are less noticeable and vary among different product categories.

Going one step further, various studies implemented the effect on marketing strategies (see Slaughter et al., 1999; Choplin & Hummel, 2005; Fasolo et al., 2006; Chauang & Yen, 2007). In some cases, the effect was significant, but no significant effect was observed in some others. Frederick et al. (2014) found two cases where the decoy effect might not play a significant role.

The first one happens when consumers get the chance to experience and compare the products (e.g., trying a vacuum machine or tasting a drink). The second one occurs when at least one of the attributes of the products is presented in visual and perceptual ways (e.g., photos of different hotel rooms with different prices). In both cases, the practical robustness of the decoy effect is significantly reduced. It was reported that the attraction effect is strong and therefore functional when the characteristics of the products are presented more abstractly. To support this finding, Lichters et al. (2015a) observed that the attraction effect is more significant when the product's features are shown numerical rather than when they are demonstrated pictorial or verbal.

Yang & Lynn (2014) also failed to replicate the robustness of the attraction effect in their marketing simulation. They found ecology and geography as important stimuli affecting the attraction effect, which other studies overlooked.

Lichters et al. (2015b) defined economic consequences, realistic attributes, choice alternatives, sensory evaluations, having/not having a no-buy option, consumers' perception of the product and the alternatives, and repeats leading to learning as some effective criteria on the external validity that affects the significance of the attraction effect.

To sum up, the effect has been challenged and hammered during its discovery and implementation. Although it is not always providing significant results, it has been widely used in marketing strategies. The effect's strength depends on numerous factors, including the product itself, how it is represented, and culture. As humans, our decisions are highly engaged with biases and noise, making it almost impossible to precisely predict people's decisions without a trial.

2.3. Bias & Noise

There are numerous disagreements between economists and psychologists regarding their thoughts and theories. Economics has always been trying to create economic theories, and on the other hand, psychologists have been trying to prove that these theories don't necessarily apply to humans and, in some cases, they are completely wrong and unapplicable. Economic theories and models assume people to be perfectly rational (scientists call a perfectly rational person *Homo economicus*); however, as humans living in the real world, we are all to some extent biased and this directly affects our decisions. This means that our decisions do not always support economists' basic assumptions (We are called *Homo Sapiens* by scholars).

To have a better understanding, let us take a look at one of the core assumptions of economic theory: “people make decisions through optimization.” Suppose we are relying on the economic theory. In that case, we should expect that every person who wants to buy a specific product within a particular price range (Wines for less than 20€, for example) will only select one specific brand, and there would be no demand for other ones. In this case, there would not be thousands of brands offering almost the same products. But by just looking at people's carts when shopping, it can be easily seen that this theory does not apply to people.

Trying to combine economists' and psychologists' thoughts and understand why people behave the way they do, Thaler (2016) introduces a new scientific branch named *Behavioral Economics* as a common ground for scholars in both fields to study people's decision-making processes and what could affect them. Although it was structured as a science by Thaler, the subject was being discussed by economists and scholars for ages. Smith (1792) is known to be the first person to study human passions on their decisions and their consequences on the economy. Simon also argued that it would be pointless to improve economic decision-making without understanding humans and their behaviors (Schwartz, 2002).

Biases are the systemic errors that we, as not-completely-rational people, make, and they can be observed in many situations, including our decision-making (Kahneman, 2013).

There is an endless list of biases that everyone deals with within their everyday lives. Every time you rely on a non-related piece of information to make a decision or a judgment (Anchoring Bias - Jacowitz & Kahneman, 1995), or when you tend to rely more on available information rather than correct information (Availability Heuristic – Tversky & Kahneman, 1973), or even when you only bring up supportive reasonings and examples when you want to convince others or even yourself that you are correct (Confirmation Bias – Wason, 1960), you are being trapped by biases.

To find the root of our decision-making fallacies, Kahneman simulated our thinking process to a machine with two different systems: a fast one and a slow one. The fast system (or as Kahneman names it, system 1) is in charge when you make decisions relying on experiences and heuristics before thinking or analyzing. On the other hand, when the slow system (system 2) controls the decision-making process, it thinks and analyzes and then makes the final decision.

As our control system is naturally lazy (Haselager, 2008), we tend to settle for the fast decision made through our system 1 which is more prone to biases and is more likely to reach biased outcomes than our system 2. Most fallacies take place at this point of our decision-making process.

A similar process happens when you want to buy a coffee. You probably will not dedicate values to each of the characteristics, create a ratio regarding the values, calculate this ratio for each product and then choose the one with the best result (which is what supposedly happens when system 2 is in charge). Instead, you will look at the offerings, and your system 1 immediately tells you which one seems a more appealing deal, and eventually, you will choose that one.

There can be limitless internal and external reasons enumerated for the existence of cognitive biases. Gender, culture, and age are some examples of effective indicators of biases (Powlishta, 1995; Li et al., 2016; el Shamy & Hassanein, 2017). Solutions have been studied and presented to reduce it to the minimum. Gaertner et al. (1990) realized that if decisions are made in groups, the robustness of cognitive biases decreases significantly. Sen & Ganguly (2020) used artificial intelligence and machine learning to reduce errors in our decision-makings.

Kahneman et al. (2016) define bias as systematic fallacies, meaning that biases mislead decisions in a specific direction. They use the term “Noise” for scattered biases. Noise occurs when decisions are widely dispersed in different directions. To have a deeper understanding of noise, imagine a situation in which a judge is making decisions to sentence a criminal. Logically, non-related incidents should not affect the decision the judge makes; but surprisingly, there is more noise than you can imagine. The arraignments are more merciful when the judgment day is close to the defendant's birthday (Chen & Philippe, 2019) or when the local football team had a bad result in a match; it is more likely to expect more strict judgments (Eren & Mocan, 2018). Even the food break of the judges and its time plays a role in the leniency of their judgments (Danziger et al., 2011).

Frankel (1972) recognized this injustice and tried to replace judges with computers and machines to reduce bias and noise in sentencing defendants. He didn't use the term “Noise” for the misjudgments, but he directly mentioned the consequences of bias and noise in his statements. He could not convince Congress to eliminate human judgments, but he addressed attention to the distortions in judge's decisions (Lynch, 2009).

Although the examples were given in the judicial context to express the severity and importance of noise, noise exists in almost all our everyday decisions (Kahneman et al., 2021).

Noise is also active in the decoy effect concept. It should be considered that if a decision is made from a choice set, it won't necessarily be the same from the exact same set the next time because noise tries to manipulate the decision-making process.

Our decisions are not only prone to bias or noise, but to a complex combination of both. Even though recognizing them would not be easy in all situations, knowing them and reducing them would reduce errors in our decisions.

2.4. Psychological Distance

It is easy for people to experience the current time and location; but impossible to do so for other times and places and also alternatives of reality. Construal Level Theory (CLT) proposes that we, as humans, form abstract mental construals to be able to remember memories, predict the future, evaluate, think of another place, sympathize with others, or even speculate what might have happened if things went not as they did (Liberian & Trope, 1998). Temporal, modal, local & social distances are some examples of psychological distance that affect how people mentally represent events (Trope & Liberman, 2000, 2010).

People's decision-making is also highly dependent on this theory; therefore, special attention has been paid to it since its introduction. It has been studied in the context of organizational behavior (Wiesenfeld et al., 2017), marketing strategies, and decision makings (Dhar & Kim, 2007; Kim et al., 2014; Cobbs et al., 2020), and also risk management (Bonner & Newell, 2008).

Suzuki (2018) studied how psychological distance could affect the attraction effect. He once defined time as a component of psychological distance by comparing participants' choices among offerings in either near or distant futures. Another time, he construed the distance by similarity. The results showed that distance significantly influences the strength of the attraction effect.

With the advancements in technology, psychological distance can also be applied to offline and online purchases. Each of these experiments has its advantages, such as convenience for online purchases and sensory experiences when people purchase products offline (Bell et al.,

2014). Comparisons in choice behaviors between offline and online behaviors have been widely made to compare these purchase methods; find adequate motives such as price sensitivity, transaction costs, price dispersion, and promotions for each method (Degeratu et al., 2000; Saini & Lynch, 2016; Riquelme et al., 2016; Zhuang et al., 2018).

Hult et al. (2018) also compared consumer satisfaction in offline and online purchases and offered guidance for retailers to improve customer satisfaction and loyalty on both platforms. They suggested that for offline retailers to succeed, they could provide the customers with a pressure-free environment and allow them to have interaction with the products. Accessibility to well-informed representatives presenting the products can also increase satisfaction. On the other hand, it is not easily possible to have the same luxuries in an online purchase. So, as the main motive of online shopping is convenience (Campo & Breugelmans, 2015), to improve customer satisfaction in online contexts, retailers should focus on easy and fast purchasing processes with high security. They also emphasized accessibility to rich and straightforward information and history as an essential matter for online retailers.

CHAPTER 3. HYPOTHESES DEFINITION

Huber et al. (1982) studied the robustness of the decoy effect on six product categories. Others have also conducted studies on the strength of the effect on other products such as jewelry, etc. To ensure that the selected products and responses are valid to take further steps of the study, the first hypothesis is created to study the validity of the decoy effect:

H1: The presence of a decoy in a choice set increases the desirability of the target in a choice set.

The status quo bias describes people's aversion to change and their tendency to stick to their decision (Samuelson & Zeckhauser, 1988). From this bias, it can be assumed that when people are given a second chance to revise the decision they already made, they would not change their decision. To study this in the context of the purchases, the second hypothesis is created as follows:

H2: Giving participants a revision chance would not change their decision significantly.

It is expected that people don't change their choice, but the amount of happiness they get from their purchase might change. So, the next step would be to analyze the amount of hedonic gain after people are given a revision chance. Hypothesis 3 studies the amount of hedonic gain people get after being given a revision chance.

H3: Giving participants a revision chance would significantly increase the hedonic gain from the purchase

As the decoy effect is the focal point of the study, in the next step, the knowledge about the decoy and its effect on hedonism are studied. It is expected that when people learn and understand the effect, they are more likely to choose the target or the competitor product over the decoy. To analyze this, the fourth hypothesis is created as follows:

H4: knowledge about the decoy effect would lead to a significant increase in the choice of the target.

Zacher et al. (2012) found positive correlations between wisdom and happiness. Considering this statement, it can be anticipated that providing knowledge about the decoy effect can increase the hedonic gain. It is also expected that increasing psychological distance between

the consumer and the product by switching to online context leads to a decrease in hedonic gains.

The next two hypotheses are created to study the effect of providing knowledge and increasing distance on hedonic gains in a decoy-affected purchase more specifically:

***H5:** Knowledge about the decoy effect leads to a significant increase in the hedonic gain in a decoy-affected purchase.*

***H6:** There is a significantly higher hedonic gain in the offline context compared to the online context in a decoy-affected purchase.*

Every manipulation might affect the participants' preferences. In the end, it is expected that there is an interaction between knowledge of the decoy effect and the context in which the simulation is applied. To study this expectation, the following hypothesis is conducted:

***H7:** There is a potential interaction between knowledge on the decoy effect and the context of the purchase that influences hedonic gain significantly*

The aforementioned hypotheses are being discussed in the study.

CHAPTER 4. METHODOLOGY

4.1. Research Approach

The primary purpose of this study is to compare the hedonic experience gained from choosing an option from a choice set of a target, a competitor, and sometimes a decoy in different scenarios in both offline and online contexts. Different scenarios are created regarding the knowledge and familiarity of the decoy effect and the context in which the purchase simulation is conducted.

To meet the research objectives of this study, a set of six online surveys were developed on Qualtrics Survey Software. Qualtrics was chosen because of its advantages and efficient tools such as randomization, ease of use, and the ability to download SPSS-friendly data directly. Each participant was chosen randomly to answer only one of the six.

4.2. Sampling

Due to the limitations of resources, the convenience sampling method was used in this study. The convenience sampling method is a non-probability sampling method in which respondents with easier accessibility are chosen to participate in the survey (Dörnyei, 2007).

This method is not only more affordable to do, but it also makes it easier as the subjects are already available and willing to participate (Etikan, 2016).

4.3. Pre-test

To test the quality of the materials in the surveys, all the surveys were tested by three participants to review the instructions, descriptions, questions, etc., as a pre-test.

4.4. Data Collection

After resolving the errors found in the pre-test, the main questionnaire was shared on different social media platforms such as WhatsApp, LinkedIn, Telegram, Instagram, and Twitter. There were no time or space requirements set for any of the surveys, so the participants did not feel any kind of pressure in filling out the surveys. Furthermore, the participants were ensured of anonymity and confidentiality of their answers.

4.5. Materials

Huber et al. (1982) included beer as one of the main products to study the asymmetrically dominated effect. As beer is an alcoholic beverage and is not consumed by various people due to religion, health, or other reasons, coffee was chosen as the main product in this study. Coffee is the second most consumed beverage globally, with more than 500 billion cups consumed per year (Parra-Lara et al., 2020). In 2020/2021, 166.63 million bags of 60kg coffee are consumed globally (Statista, 2022). This shows that coffee is highly demanded and can be a good measure to study the decoy effect.

Also, as there has been a massive growth in online grocery shopping (Melis et al., 2016), it would be easier for people to simulate themselves in online grocery shopping than in an online coffee purchase experiment. Because of that, purchasing ground coffee from a grocery store was chosen over a coffee purchase.

The different editions of coffee packages were designed similarly. They were named after famous painters (Leonardo da Vinci, Picasso, and Van Gogh) with slight color differences to have the least effect on purchasers' decisions and reduce the impact of tendencies and cognitive biases.



Figure 2 - Ground Coffee Packages in the Choice Sets

Each scenario was created to represent one situation and help make decisions about the participants' preferences.

Happiness and satisfaction are widely used as measurements of hedonic gain (Veenhoven, 2003; Lee & Shim, 2006; Rodríguez-Campo, 2019). In this study, confidence and smartness are also added to the measurements of hedonic gain to first increase the accuracy of the measurements and second to include the thought of oversmarting and beating the market as a hedonic measurement.

4.6. Research Design

For this study, knowledge about the decoy effect and the context in which the simulation was conducted (offline vs. online) were manipulated between the subjects. The design is a 2 (context – offline vs. online) \times 2 (2 options vs. 3 options) \times 2 (pre-knowledge vs. post-knowledge decision-making) between-subjects design with repeated measures on the third factor (the pre- vs. post- knowledge).

Additionally, there is a condition where knowledge about the effect is provided before the decision-making. These participants only receive a choice set of 3 options once to make a decision.

For this study, six different surveys were conducted, each with a different scenario. Participants are randomly dedicated to one survey to fill it.

The first and the fourth scenario (which is the same as the first one, only in an online context) were created because it is expected that giving additional information about the decoy effect should not affect the preference between two options for the second choice (because there is no decoy present in two options). Still, there might be a chance that showing additional information and giving participants a second chance to revise their decision changes preferences. Subsequently, hedonic experiences gained from the purchase might change.

The second and fifth scenarios (which are the same as the second one, only in an online context) were generated to compare the robustness of the effect of knowledge about the effect on the choice and the hedonic gain from the purchase.

And the third and the sixth scenario (which is the same as the third one, only in an online context) were generated to study if the participants would be able to apply the information given to them in a decoy-affected purchase experiment.

Each survey starts with an introduction, then one of the six scenarios is randomly chosen for the participant to answer the deducted questions in it and after that, participants are asked equal characteristics, manipulation check, and demographic questions. The details are as follows:

4.6.1. Introduction

All the surveys start with the same brief introduction thanking the participants for taking the time to answer the survey. As an ethical research practice, participants are ensured that all the information remains confidential, and their anonymity is guaranteed (Crow & Wiles, 2008).

4.6.2. Scenarios

Each survey has a different scenario which will be described as follows:

4.6.2.1. Scenario 1

In this scenario, first, participants are asked to imagine themselves in a supermarket buying groceries. After that, they are offered two options of ground coffee bags (two editions of the same brand: Leonardo da Vinci & Picasso). They are asked to choose one of the two. The products are different in price and quality rating.

	Price	Quality Rating
Leonardo da Vinci	€ 3.20	6/10
Picasso	€ 5.80	9/10

Table 1 - Price and Quality Rating for Scenario 1

After this, to measure hedonic gain, they are asked to rate the amount of their happiness, satisfaction, confidence, and smartness from the purchase from 1 to 9 with 1 being *not happy/satisfied/confident/smart at all* and 9 being *extremely happy/satisfied/confident/smart*.

In the next step, the decoy effect is described, and they are asked to what extent they understood the effect and how familiar they were with the effect before, again from 1 to 9 with 1 being *not at all* and 9 being *extremely*.

Again, the participants are reminded that they are in a supermarket simulation and pass by the coffee aisle again. Now, with the knowledge about the decoy effect, the participants are asked to revise their decision. The exact hedonism measurements after the purchase are measured again. An attention test question is placed here.

The simulation happens entirely in an offline context.

4.6.2.2. Scenario 2

In this scenario, first, participants are asked to imagine themselves in a supermarket buying groceries. This time, they are offered three choices of ground coffee bags (three editions of the same brand: Leonardo da Vinci, Picasso & Van Gogh) and are asked to choose one of the three. The products are different in price and quality rating.

	Price	Quality Rating
Leonardo da Vinci	€ 3.20	6/10
Picasso	€ 5.80	9/10
Van Gogh	€ 6.30	9/10

Table 2 - Price and Quality Rating for Scenario 2

The exact process as scenario 1 is taken to measure hedonic gain and to describe the decoy effect. Then, the participants are given a second chance to revise their decision after knowledge about the decoy effect, and then hedonic gain is measured. An attention test question is placed here too.

The simulation happens entirely in an offline context.

4.6.2.3. Scenario 3

In this scenario, first, the decoy effect is introduced to the participants, and the same as in other scenarios, they are asked the same questions about the effect. Then they are asked to imagine themselves in a supermarket buying groceries, and the same three options as scenario 2 are being offered to them to choose from. Then the hedonic gain from their purchase is measured. An attention test question is also placed here.

The simulation, too, happens entirely in an offline context.

4.6.2.4. Scenario 4

This scenario is the same as scenario 1 but in an online context. Instead of asking the participants to imagine themselves in a supermarket grocery experience, they are asked to imagine themselves at home buying their groceries through an online supermarket. The rest remains unchanged.

4.6.2.5. Scenario 5

This scenario is the same as scenario 2 but in an online context. Instead of asking the participants to imagine themselves in a supermarket grocery experience, they are asked to imagine themselves at home buying their groceries through an online supermarket. The rest remains unchanged.

4.6.2.6. Scenario 6

This scenario is the same as scenario 3 but in an online context. Instead of asking the participants to imagine themselves in a supermarket grocery experience, they are asked to imagine themselves at home buying their groceries through an online supermarket. The rest remains unchanged.

4.6.3. Consumer Characteristics and Manipulation Checks

After the scenarios, they are asked to rate their judgments and decision processes in general from extremely intuitive to extremely analytical.

Then, the participants are asked to rate how easy was it for them to imagine themselves in the simulation (either at a physical store or an online purchase), to rate the extent that they feel their judgments and decisions need to conform with cultural and social norms, their familiarity with the process of in-store or online grocery shopping, and how close they felt this simulation to an actual experience.

They are also asked how often they consume coffee and purchase ground coffee.

4.6.4. Demographics

In the last block, participants are asked about their gender, age, nationality, country of residence, degree of education, employment status, and annual income.

4.7. Variable Descriptions

4.7.1. Independent Variables

First, the context in which the participants are asked to envisage themselves in a purchase (offline vs. online) is considered as an independent variable. Also, knowledge about the decoy effect which was applied through a debriefing in the survey is the second independent variable. Furthermore, participants were exposed to a choice set of two or three options of ground coffee boxes (regarding the scenario) to choose one from.

4.7.2. Dependant Variables

As measurements of hedonic gain after the purchase, participants were asked the following questions:

How happy are you with your decision?

How satisfied are you with your decision?

How confident are you that you made a good decision?

How smart do you think you are with your decision?

The answers were based on a 1 to 9 scale, with 1 describing the least and 9 describing the most extreme conditions.

4.7.3. Manipulation Check

To confirm that the decoy effect description was clear and participants understood it, participants were asked, “*To what extent do you think you understood the decoy effect?*” after being introduced to the effect. The answers were measured with a 1 to 9 scale, with 1 being *not at all* and 9 being *extremely*.

After that, to ensure that the decoy effect was a new subject to them, they were asked, “*How familiar were you with the decoy effect before.*” The answers were too measured with a 1 to 9 scale, with 1 being *not at all familiar* and 9 being *extremely familiar*.

Also, after the participants have made their choices and their hedonic gain is measured, to understand the robustness of the in-store/offline simulation, they were asked the following questions:

How easy was it for you to imagine your shopping at a physical/online store?

How familiar are you with the process of in-store/online shopping?

How close to the process of an actual shopping experience did you feel during this experiment?

The answers were measured with a 1 to 9 scale with 1 being the least extreme and 9 the most extreme choice.

4.7.4. Attention Check

An attention check question was included in the questionnaire to filter out careless and inattentive participants and improve the quality of the gathered data (Pei et al., 2020).

The participants were asked *How many days are there in a week* to check if they were paying attention when answering the survey. To make it look similar to other questions, the answer options were given from 1 to 9.

CHAPTER 5. DATA ANALYSIS AND RESULTS

5.1. Data Cleaning

The study's objective was to reach the minimum number of 30 answers per survey to evaluate the influence of knowing/not knowing the decoy effect and context in which the purchase is made (offline vs. online) for different scenarios. The questionnaire was closed with a total of 403 responses. From this number, 135 participants did not finish the survey. After removing the incomplete responses, there were 268 complete results. From this number, there were a total of 31 participants that answered the attention test incorrectly. By removing them, a total number of 237 valid responses was recorded. Table 3 shows the number of answers for each survey.

Survey	Total Answers	Qualified Answers
1	59	44
2	53	50
3	50	46
4	35	30
5	36	32
6	35	35
Total	268	237

Table 3 - Number of Total and Qualified Answers for Each Survey

5.2. Sampling Characterization

Through the analysis of demographic details, 56.5% of the respondents answering the survey were female, followed by 40.1% male. 2.5% of the respondents preferred not to reveal their gender, and there were 0.8% who identified themselves as other genders.

Most of the participants (52.3%) were aged between 25 and 34. After this age group, Ages 18 to 24 (35.0%), 35 to 44 (6.3%), and 45 to 54 (3.4%) respectively held the most participants.

There were 29 different nationalities among the participants, of which Iranians (57%) were the most relevant. They were respectively followed by Portuguese (10.1%), Germans (5.9%), and Belgians (3.8%). Regardless of the nationalities, 29% of the respondents resided in Portugal. This number was followed by 25.7% for Iran, 9.7% for Germany, and 5.9% for Canada.

Considering the level of study, 41.8% of the respondents have already completed or are enrolled in a master's program. Bachelor graduates and students (39.7%), and Doctorate degree holders and students (7.6%) sequentially stayed in the following ranks.

In terms of employment, there are 43.5% students, 38.0% employed for wages, and 10.5% self-employed among the respondents. Additionally, 35% of the participants earned an annual income of less than €10,000, 13.5% had a yearly income of €10,000 to €19,999, and there were 5.5% with an annual income of €20,000 to €29,999. 26.6% of the respondents preferred not to say their income level.

The frequency of coffee consumption and ground coffee purchase through the survey are also analyzed. The results showed that 25.3% of the respondents consumed coffee once per day, 21.9% drank coffee 2-3 times per day, and 14.3% did it 2-3 times per week. Regarding the ground coffee purchase, 27% of the respondents answered that they purchase ground coffee 2-3 times per month. This was followed by once every 6 months (26.6%), once every 2-3 months (15.2%), and once per month (12.7%). Looking at the data accumulatively, it is seen that 75.5% of all participants drank coffee once a week and 66.7% of the participants purchased ground coffee at least once every 2-3 months.

Participants were also asked about their decision-making characteristics. They were asked to consider how they usually make decisions and rate to what extent they think their decision process is more intuitive or analytical. As the results ($M=6.03$, $SD=1.731$) were fluctuating around the median ($Mdn=6.00$), it can be concluded that there was a fair balance among the answers. A one-way Anova was conducted to compare the results in the different scenarios and the results show a potential tendency of the data to exhibit differences in decision-making characteristics between scenarios ($F(5,231) = 2.454$, $p = 0.034$).

Also, they were asked how much they felt the need for their judgments and decisions to be conforming to cultural and social norms. Again, the results ($M=4.85$, $SD=2.210$) fluctuated close to the median ($Mdn=6.00$), making the results symmetrical. A one-way Anova was also conducted to compare the results in the different scenarios and in this case, no significant effect was observed between the participants conforming with normal norms and the scenarios ($F(5,231)=1.239$, $p=0.292$).

5.3. Scales Reliability

The four indicators used to measure hedonic gain were happiness, satisfaction, the feeling of confidence, and the feeling of smartness after making the decision. Although the indicators were adapted from similar studies, a scales reliability analysis is conducted to guarantee the validity of the indicators (George & Mallery, 2018).

This study uses a reflective model of scale because indicators take their origin from the central construct, which is hedonic value. In simpler terms, happiness, satisfaction, confidence, and smartness³ are indicators that are considered to be reflections of hedonic gains.

To analyze reliability, the internal consistency reliability method was used, and for that, Cronbach's alpha was calculated for the indicators. To use Cronbach's Alpha, it is assumed that there is no correlation among errors.

For this study, in some scenarios (scenarios 1, 2, 4, and 5), participants answered hedonic measurement questions twice, and in some other scenarios (scenarios 3 and 6), this was done only once. In total, 393 answers to the indicators were recorded.

Cronbach's Alpha	No. of Items	Quality
0.888	4	Good

Table 4 - Cronbach's Alpha for the indicators

Table 4 shows that the Cronbach's alfa for the four indicators of hedonic gain is 0.888, which is considered good, meaning that happiness, satisfaction, confidence, and smartness are reliable indicators of hedonic gain.

5.4. Manipulation Check

5.4.1. Decoy Effect-Related Manipulation Checks

After describing the decoy effect to the participants, the extent to which they understood the effect and to which they were familiar with the effect in advance were used as manipulation checks.

³ To simplify, confidence and Smartness are respectively replaced by the feeling of confidence and the feeling of smartness.

	Mean	Standard Deviation (SD)
To what extent do you think you understood the decoy effect?	8.08	1.410
How familiar were you with the decoy effect before?	6.20	2.668

Table 5 – Decoy Effect-Related Manipulation Checks Descriptive Analysis

The results show a high understanding of the decoy effect among respondents, meaning that they understood the effect to a reasonable extent. Also, the answers to the second question show that there were already some levels of familiarity with the effect among the participants. This shows that the distribution of the knowledge about the effect was normal between the participants and by comparing the means, it can be concluded that the participants have more knowledge about the decoy effect after being introduced to it than before.

5.4.2. Characteristic-Related Manipulation Checks

Participants were also asked about their experience in the simulation, how easy it was to simulate themselves in the situation, how familiar they were with the purchase process, and how close they felt the simulation to an actual experience.

	Mean	SD
How easy was it for you to imagine your shopping at a physical/online store?	7.35	1.813
How familiar are you with the process of in-store/online shopping?	7.72	1.763
How close to the process of an actual shopping experience did you feel during this experiment?	6.12	1.995

Table 6 - Consumer Characteristic-Related Manipulation Checks Descriptive Analysis

Results

Results show that the participants could successfully imagine a purchase simulation, and the simulation was a good representation of actual purchase. To see whether potential differences between the contexts of the purchase (offline vs. online) might be explained by other variables (here: ease of imagination, familiarity with the process, and closeness to the process of shopping), three different t-tests were conducted. The test reported no significant difference in ease of imagination ($t(177.241)=1.831, p=0.069$) and closeness to the process of shopping ($t(193.855)=1.427, p=0.155$) but a significant difference in familiarity with the process ($t(226.054)=2.114, p=0.030$) on offline and online contexts. Participants were significantly

more familiar with the context of online purchases ($M=8.01$, $SD=1.571$) than offline purchases ($M=7.52$, $SD=1.864$).

5.5. Main Results

5.5.1. The Robustness of the Decoy Effect

As mentioned, first, the validity of the decoy effect in the study is rechecked.

H1: The presence of a decoy in a choice set increases the desirability of the target in a choice set.

To study this hypothesis, the number of times each product is chosen is compared between when participants are given two choices in the set to when they are given three options (the same two products, and the decoy) to choose from. To eliminate the effect of knowledge on the effect, the decisions made before the description of the decoy effect were selected for this analysis (because of that, only participants who were given scenarios 1, 2, 4, and 5 were chosen for this study. These scenarios were the ones that included an pre- and post- decision-makings). Table 7 shows the frequencies of choices being selected by the participants.

	2 Options in the Choice Set	3 Options in the Choice Set
Competitor	33 (44.6%)	13 (15.9%)
Target	41 (55.4%)	60 (73.2%)
Decoy	-	9 (11.0%)
Total	74 (100%)	82 (100%)

Table 7 - Frequencies of Options Chosen by the Participants

It can be seen that there has been a change in the desirability of the products, and the presence of the decoy has decreased the attractiveness of the competitor by 28.7 percentage points and increased the desirability of the target by 17.8 percentage points.

The Pearson's Chi-Square test was performed to examine the robustness of the decoy effect in each scenario, and the results show that the hypothesis should not be rejected and there is a significant increase in the desirability of the target when the decoy is present $X^2(6, N=156)=28.440$, $p<0.001$.

5.5.2. The Effect of Giving People a Revision Chance on Their Purchasing Decision and The Hedonic Gain

Next, hypotheses 2, and 3 are conducted to observe if people’s decision and their hedonic gain would be affected by giving them a second chance, the following hypotheses are created:

H2: Giving participants a revision chance would not change their decision significantly.

For this analysis, scenarios 1, 2, 4, and 5 were selected as they had two decision-making processes included, and the frequencies of the changes in the decisions were analyzed. Among 156 valid responses, 131 of them (84.0%) did not change their choices, and only 25 (16%) changed. Table 8 shows the frequencies of the participants who did not change their decision when they were given a revision chance:

	Offline	Online
Participants who were given two options in the choice set (Participants who did not change their decision / Total)	37/44 (84.1%)	26/30 (86.7%)
Participants who were given three options in the choice set (Participants who did not change their decision / Total)	42/50 (84.0%)	26/32 (81.3%)

Table 8 - Frequencies of Participants Who Did Not Change their Decision After Been Given a Revision Chance

Here again, to test the significance of the results, a Pearson's Chi-Square test was conducted. The results show that, in any scenario, there is a significant difference between the number of people who hold on to their decision compared to those who change their decision. The hypothesis should not be rejected $X^2(3, N=156)=0.339, p=0.953$, meaning that participants tend to remain with their decision.

It is also expected that giving participants additional information unrelated to the subject should not affect the hedonic gain but giving them a second chance might. So, the third hypothesis can be formed as:

H3: Giving participants a revision chance would significantly increase the hedonic gain from the purchase

For this hypothesis, only scenarios 1 and 4 were selected. There were two options offered to the participants in these scenarios, and no decoy was present in the choice set. Therefore, a description of the decoy effect is considered unrelated to the subject, and the description should not influence the decision. Scenarios 1, and 4 narrow the number of responses to 74 for this analysis.

Because the indicators were repeated in the survey for each participant, paired sample t-tests for the decisions and the hedonic gain indicators were conducted.

By conducting a paired sample t-test analysis, it suggests that there is no significant change in participants' choices in the second time ($M=0.62$, $SD=0.488$) compared to the first time ($M=0.55$, $SD=0.500$), $t(73)=1.521$, $p=0.133$.

The exact process has been applied to analyze hedonic gain indicators.

Regarding happiness, paired sample t-test analysis shows a significant change in the second purchase ($M=6.82$, $SD=1.427$) in comparison to the first purchase ($M=6.50$, $SD=1.464$), $t(73)=3.364$, $p=0.001$.

Satisfaction is the second indicator of hedonic gain. A paired sample t-test analysis on satisfaction suggests that in the second purchase ($M=6.84$, $SD=1.579$), there is a marginally significant change in satisfaction than the first purchase ($M=6.58$, $SD=1.535$), $t(73)=2.394$, $p=0.19$.

Applying another paired sample t-test analysis on the third indicator, the feeling of confidence about the choice, shows us that in the purchase after getting introduced to the decoy effect ($M=6.70$, $SD=1.742$), participants were significantly more confident than in the decision made before the introduction ($M=6.35$, $SD=1.954$), $t(73)=2.191$, $p=0.032$.

For the last indicator, Smartness regarding the decision, the same analysis was applied, and it shows that in the second choice ($M=6.55$, $SD=1.631$), there was no significant increase than the first choice ($M=6.41$, $SD=1.671$), $t(73)=1.169$, $p=0.246$.

By comparing the p-values to $\alpha = 0.05$ and the t-values to the t-score tables (for a sample size of 73, the t-score table with 95% confidence level equals 1.960), an increase in the amount of happiness and confidence was observed. A marginally significant increase in the amount of satisfaction was observed too.

5.5.3. The Effect of Knowledge About the Decoy Effect on Falling/Not Falling Prey for the Decoy Effect

Knowledge about the decoy effect should expectedly affect the choice in a decoy-affected purchase. Hypothesis 4 studies this assumption:

H4: knowledge about the decoy effect would lead to a significant increase in the choice of the target.

Scenarios 2 and 5 were chosen to be studied for this hypothesis because they had a choice set of three choices, and the hedonic gain is measured twice, once before and once after the knowledge about the effect is implemented. A comparison of the number of times the target, the decoy, and the competitors were chosen was conducted before and after the presentation of the decoy effect.

There were a total of 82 valid responses in the selected scenarios. Table 9 shows the frequency of participants' choices before and after the description.

	Before Decoy Effect Description	After Decoy Effect Description
Competitor	13 (15.9%)	16 (19.5%)
Target	60 (73.2%)	51 (62.2%)
Decoy	9 (11.0%)	15 (18.3%)
Total	82 (100%)	82 (100%)

Table 9 - Frequency of Choices of Participants in Scenarios 2 and 5 Before and After Decoy Effect Description

Surprisingly, there has been an increase in the number of competitor and decoy choices respectively by 3.6 and 7.3 percentage points, and the choice of the target decreased by 11.0 percentage points. The results imply that, although the respondents have been introduced to the decoy effect and have acknowledged that they understood it, they did not select the target.

To test the significance of the results, a McNemar-Bowker test was conducted, which is the equivalent of Pearson's Chi-Square test designed for repeated measures. The results show a marginally significant change in the choice after the participants have learned about the effect $\chi^2(3, N=82) = 7.238, p=0.065$.

To reduce the effect of the potential hidden stimuli such as hindsight bias (the bias which states that people feel they knew something after being described – Roese & Vohs, 2012) and

participants' boredom from the length of the survey, a comparison between responses from scenarios 3 and 6, where the participants were only given a choice set once after the description of the decoy to scenarios 2 and 5, where they were given a choice set twice before and after the same description, was conducted. Table 10 compares the frequency of choices in the aforementioned scenarios after being described the decoy effect:

	Scenarios 2 and 5	Scenarios 3 and 6
Competitor	16 (19.5%)	16 (19.8%)
Target	51 (62.2%)	53 (65.4%)
Decoy	15 (18.3%)	12 (14.8%)
Total	82 (100%)	81 (100%)

Table 10 - Frequency of Choices of Participants in Scenarios 3 and 6

It can be observed that both results are highly similar. A Pearson's Chi-Square was conducted to test the significance of the results. The results show no significant difference between the two scenario sets, meaning that the first decision making does not significantly affect the second decision-making $\chi^2(2, N=163)=0.007, p<0.996$.

5.5.4. The Effect of Knowledge About the Decoy Effect on Hedonic Gain

To study the effect of knowledge on hedonic gains, the following hypothesis is created:

H5: Knowledge about the decoy effect leads to a significant increase in the hedonic gain in a decoy-affected purchase.

A multivariate ANOVA (MANOVA) was conducted to study this hypothesis and examine the significance of knowledge about the decoy effect on the four hedonic gain indicators. Only the scenarios with two times hedonic gain measurements are compatible for this comparison study (scenarios one, two, four, and five), so the total number of 156 responses were selected to study this hypothesis.

The results are as follows:

N=156	F-value	p-value
Happiness Comparison	10.324	0.002
Satisfaction Comparison	6.173	0.014
Confidence Comparison	8.882	0.003
Smartness Comparison	1.932	0.164

Table 11 - Multivariate Test Results of Hedonic gain indicators Comparisons

The comparisons in the indicators are conducted in pre- and post- descriptions of the decoy effect.

Comparing the significance related to each comparison to $\alpha = 0.05$, the results show that there has been a significant change in the amount of happiness, satisfaction, and confidence among the participants and a potential tendency to result in a change in smartness. Table 12 shows us the means and the SD for the same respondents to help us understand the direction of the change.

	Before the Decoy Effect is described		After the Decoy Effect is described	
	Mean	SD	Mean	SD
Happiness	6.70	1.457	6.96	1.540
Satisfaction	6.72	1.480	6.93	1.603
Confidence	6.60	1.827	6.95	1.673
Smartness	6.62	1.580	6.74	1.598

Table 12 - Mean & SD for Hedonic gain indicators Before and After the decoy effect is being described

This table clarifies an increase in happiness, satisfaction, purchase confidence, and a tendency to increase purchase smartness. Therefore, It can be concluded that having knowledge about the decoy effect rises hedonic gain from a decoy-affected purchase.

5.5.5. The Effect of Context of Purchase on the Decision and the Hedonic Gain

To test this, the between-subject studies were conducted once in an offline simulation and once in an online simulation. The hypothesis to study this matter is formed as:

H6: *There is a significantly higher hedonic gain in the offline context compared to the online context in a decoy-affected purchase.*

To compare the effect in both psychological distance contexts (offline and online), a one-way ANOVA model was conducted on each of the hedonic gain indicators after each purchase simulation.

		Offline			Online			p-value	F-value
		N	Mean	SD	N	Mean	SD		
Before	Happiness	94	6.60	1.409	62	6.85	1.524	0.261	1.271
	Satisfaction	94	6.66	1.388	62	6.81	1.618	0.530	0.395
	Confidence	94	6.53	1.727	62	6.69	1.980	0.623	0.243
	Smartness	94	6.62	1.539	62	6.61	1.653	0.961	0.002
After	Happiness	140	7.05	1.547	97	7.02	1.443	0.901	0.015
	Satisfaction	140	7.09	1.491	97	7.06	1.606	0.868	0.028
	Confidence	140	7.04	1.609	97	6.99	1.800	0.805	0.061
	Smartness	140	6.76	1.644	97	6.74	1.679	0.932	0.007

Table 13 - Descriptive and ANOVA Results for hedonic gain indicators in offline and online contexts

The p-value and F-value results show no significant change in any of the hedonic gain indicators between the offline and the online contexts, meaning that the context of the purchase does not play a significant role in the hedonism of the decoy-affected purchase.

5.5.6. The Potential Interaction Between Knowledge About the Decoy Effect and the Context of the Purchase on the Decision and the Hedonism

It is also expected that there can be a potential interaction between knowledge and the context that affecting the indicators of hedonic gain significantly. hypothesis 8 is created to study it and compare the effect of manipulation in offline and online contexts:

H7: There is a potential interaction between knowledge on the decoy effect and the context that influences hedonism significantly

For this hypothesis, independent sample t-tests were conducted on hedonic gain indicators in two different scenario groups. The first group made the decision before getting introduced to the decoy effect (Scenarios 2 and 5), and the other group received the description about the decoy before making their decisions (Scenarios 3 and 6). Then the results were compared between online and offline contexts. The descriptive results are presented in the following table:

		Offline			Online		
		N	Mean	SD	N	Mean	SD
The decision was made before the description of the decoy effect	Happiness	50	6.80	1.355	32	7.00	1.566
	Satisfaction	50	6.80	1.385	32	6.91	1.510
	Confidence	50	6.56	1.842	32	7.22	1.338
	Smartness	50	6.68	1.518	32	7.00	1.414
The decision was made after the description of the decoy effect	Happiness	46	7.41	1.408	35	6.88	1.409
	Satisfaction	46	7.46	1.312	35	7.22	1.437
	Confidence	46	7.33	1.564	35	6.94	1.893
	Smartness	46	6.90	1.716	35	6.60	1.850

Table 14 - Descriptive Results for Hedonic gain indicators in Offline vs. Online Contexts

To compare significances, the following table shows us the results from the independent samples T-test:

	Offline			Online		
	df	p-value	T value	df	p-value	T value
Happiness	94	0.032	-2.174	65	0.754	0.314
Satisfaction	94	0.019	-2.380	65	0.374	-0.895
Confidence	94	0.031	-2.187	65	0.497	0.683
Smartness	94	0.524	-0.640	65	0.327	0.987

Table 15 - T-test Results for Hedonic gain indicators in Offline vs. Online Contexts

By comparing the significance levels between offline and online contexts, it can be concluded that the evidence of knowledge manipulation in the offline context is more potent than in the online context.

CHAPTER 6. CONCLUSIONS AND IMPLICATIONS

6.1. Main Findings And Conclusions

The primary purpose of this dissertation was to understand the impact of the context of the purchase and knowledge on decoy-affected purchases. Taking into consideration the problem statements, each research question will be individually addressed.

First, to confirm the credibility of the effect, a test on the decoy effect was conducted; the results showed that the presence of a decoy effect manipulates the choice set, and the data is suitable to proceed to further steps.

The analysis results also show that people tend not to change their decision, even when a second chance is given to them. Choice-supportive bias (where people tend to overstate the positive features of the option they already chose and understate the positive attributes of the non-chosen options – Henkel & Mather, 2007) supports the findings in this analysis.

Further, the results show that giving people a revision chance increases hedonism significantly. A significant increase was observed in most hedonic gain indicators. The only indicator that did not face growth was smartness from the purchase.

By relating these findings to the first research question (RQ1), it is observed that describing people the decoy effect does not necessarily lead to them being able to easily distinguish the target, the competitor, and the decoy in a choice set. But providing them with a second chance with descriptions of the decoy effect significantly influences almost all hedonic gain indicators.

The reason that people tend to hold on to their first choice, even when they are given a second chance, or a description saying that they might have been wrong, can be the Dunning-Krueger effect (Dunning, 2011) which states that people tend to overestimate their understandings and knowledge about a subject.

Smartness from the purchase was the least significant indicator among all hedonic gain indicators in this study. Freund & Kasten (2012) state that it is not easy for people to estimate their own smartness, and smartness is usually underestimated. This can be a reason for the non-significant amount of smartness and its change through the study.

Regarding the second research question (RQ2), no significant change was observed between offline and online contexts. Online purchasing has become an epidemic, and although there is

more psychological distance in online purchases than in offline purchases, people are getting similar amounts of hedonism from both contexts.

Lastly, for the third research question (RQ3), the results illustrate that there is more significant evidence of knowledge manipulation in the offline context than in the online context; meaning that giving people descriptions about the decoy effect can lead to more increase in hedonism in an offline context than in an online context. This can be caused because in an offline purchase, human senses are more active and consumers feel more engaged with the product. Also, people gain more hedonism when their senses, especially the sense of touch, are activated (Peck, 2010). Therefore, manipulation of knowledge on hedonism on an offline purchase can be more vital than in an online purchasing experience.

6.2. Managerial Implications

This research provides some principal implications regarding hedonism in decoy-affected purchases.

The decoy effect has been widely used to propel people into some specific products in an offering in both offline and online contexts. This effect applies to a large variety of product choices and marketing campaigns such as Apple, Starbucks, and the Newyorker have been using this to lead customers to buy a specific product from a set and to believe that they made the best choice.

This study enhances the findings of the robustness of the decoy effect from the perspective of purchasers and measures the pleasure they gain from a decoy-affected purchase. Keeping customers happy and satisfied is a key goal for companies as it directly affects customer loyalty and the brand (Plassmann et al., 2007). Since the decoy effect is also a marketing strategy, knowing the amount of pleasure gained from the purchase can help marketing campaigns how to strategize the decoy effect.

The two main findings of this study show that people gain more hedonism from a decoy-affected purchase after they know the effect even if they don't change their choice in both offline, and online purchases. Also, it was found that the manipulation of knowledge is more robust in an offline context. These findings can contribute to marketing decisions of firms, leading to an increase in customer satisfaction, customer loyalty, and sales.

6.3. Limitations and Future Research

Even though this research provides discerning insights regarding the effect of knowledge and the context of the purchase on the hedonic gain on decoy-affected purchases, it presents some limitations too.

First of all, it is relevant to state that the hedonism measurements used in this study might have some inaccuracies. Happiness and satisfaction have been widely used in measuring hedonism, but confidence and smartness from the purchase are not directly hedonism measurements. They were used in this study as indicators of hedonism because in a purchase how satisfied and how confident purchasers are with their decision, could define the amount of hedonism indirectly.

Furthermore, the second limitation has to do with hedonic gain itself. Hedonism (more broadly, pleasure) is non-linear meaning that there is no clear and constant way of expressing it verbally and it is highly dependant on the pleasure people already have and they don't change the same for different people (Taleb, 2007). The amount of hedonic gain people obtain from an experience (purchasing ground coffee in a decoy-affected purchase in this study) is highly dependant on the amount of hedonism they already have at the moment of participating in the experience and how they obtain hedonic gain. To give a simple example, the amount of pleasure people get from drinking water, is dependant on the amount of their thirst at the moment. Also, they would not be much happier when they get a gallon of water rather than a bottle when they are thirsty because after a point, there is no more pleasure to it. Because of that, the amount of hedonic gain measured in this study consists of some inaccuracies.

Also, as the survey was conducted through an online platform, a lack of focus, interest, attention, and commitment to answer the survey correctly was expected (Ilieva et al., 2002). Besides that, as the survey was distributed on social media platforms, it is not expected from the participants to dedicate their time and focus on this study.

Considering the potential presence of the bias such as hindsight bias, status-quo bias, etc. some unwanted manipulations might be present in peoples decisions and their answers to the questions.

In conclusion, the topic deserves further research due to its potential impact on marketing strategies. Knowledge of this topic can add value to marketing campaigns and lead to developing marketing strategies to create competitive advantages.

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APPENDICES

Survey 1

Introduction⁴

Dear Participant;

Thank you for spending your time on my survey! This survey is key for accomplishing the final stage of my master's degree, the dissertation for my MSc in Business at Católica Lisbon School of Business & Economics. It will take around 5 to 10 minutes to complete.

I kindly ask you to give your most honest opinion as there are no right or wrong answers. All the information collected is confidential and your anonymity is ensured. If you have any doubts or wish to know more about this study, please contact me: s-rsedighi@ucp.pt

Thank you for your collaboration

Reza Sedighi

Block 1 – Envisaging an Offline Purchase

Before starting, I would like to ask you to take a moment to imagine yourself going to a supermarket to buy groceries. You walk through different aisles, looking for the products you usually buy. You see colorful products, other customers, and the market's staff while you are looking for your desired groceries.

Block 2 – Choosing Between 2 Options - First Time

Q1.1: There is also ground coffee on your shopping list and as you pass by the shelves, you will see the following 2 options as your choices. which one would you choose?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10

A. Leonardo da Vinci

B. Picasso

Block 3 – Measuring Hedonism

Q1.2: How happy are you with your decision?

Not									Extremely
Happy at	2	3	4	5	6	7	8		Happy -9
all - 1									
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.3: How Satisfied are you with your decision?

Not									Extremely
Satisfied	2	3	4	5	6	7	8		Satisfied -
at all - 1									9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

⁴ Introduction and End of Survey blocks are constant in all six surveys

Q1.4: How confident are you that you made a good decision?

Not Confident at all - 1	2	3	4	5	6	7	8	Extremely Confident - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.5: How smart do you think you are with your decision?

Not Smart at all - 1	2	3	4	5	6	7	8	Extremely Smart - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 4 – Decoy Description

The decoy effect (or technically known as asymmetric dominance effect) describes how adding a third less attractive option to a choice set, can influence people’s perception of the original two sets.

For example: If you want to buy a cup of coffee and you only have 2 choices, you will either choose the small one for 1€ or the large one for 5€. But when the third choice (Medium - 4€) is added to the choice set, you probably won't purchase the medium cup for 4€; but now, the 5€ cup seems a better deal.

Q1.6: To what extent do you think you understood the decoy effect?

Not at all - 1	2	3	4	5	6	7	8	Extremely - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.7: How familiar were you with the decoy effect?

Not Familiar at all - 1	2	3	4	5	6	7	8	Extremely - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 5 – Envisaging an Offline Purchase – Reminder

I again want you to imagine that you are still shopping for groceries. You are still at the supermarket and are searching for the products on your shopping list.

Block 6 – Choosing Between 2 Options – Second Time

Q1.8: Once again, you pass by the ground coffee aisle. Now, that you know the Decoy effect, which of the 2 items would you choose this time?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10

A. Leonardo da Vinci

B. Picasso

Block 7 – Measuring Hedonism

Q1.9: How happy are you with your decision?

Not Happy at all - 1	2	3	4	5	6	7	8	Extremely Happy -9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.10: How Satisfied are you with your decision?

Not Satisfied at all - 1	2	3	4	5	6	7	8	Extremely Satisfied - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.11: How confident are you that you made a good decision?

Not Confident at all - 1	2	3	4	5	6	7	8	Extremely Confident - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.12: How smart do you think you are with your decision?

Not Smart at all - 1	2	3	4	5	6	7	8	Extremely Smart - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.13: How many days are in a week?

1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 8 – Participant Characteristics

Q1.14: People are different and their choices are too. As consumers, our decisions might be more intuitive or more rational. I want to ask you to consider how you usually make your judgments and decisions as a consumer and to rate to what extent your decision process is more intuitive or analytical.

Extremely Intuitive - 1	2	3	4	5	6	7	8	Extremely Analytical - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 9 – Manipulation Check

Q1.15: How easy was it for you to imagine your shopping at a physical store?

Not Easy at all - 1	2	3	4	5	6	7	8	Extremely Easy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.16: How much did you feel your judgments and decisions needed to conform with cultural and social norms?

- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

Q1.23: Where are you from?

Q1.24: In which country do you currently reside in?

Q1.25: What is the highest degree or level of school you have completed or are currently enrolled in?

- No schooling completed
- Nursery school to 8th grade
- Some high school, no diploma
- High school graduate, diploma, or the equivalent (for example GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

Q1.26: What is your employment status?

- Employed for wages
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- Homemaker
- Student
- Retired
- Unable to work

Q1.27: What is your personal annual income?

- Less than €10,000
- €10,000 - €19,999
- €20,000 - €29,999
- €30,000 - €39,999
- €40,000 - €49,999
- €50,000 - €59,999
- €60,000 - €69,999
- €70,000 - €79,999
- More than €80,000
- Prefer not to say

End of Survey

We thank you for your time spent taking this survey.

Your response has been recorded.

Survey 2

Introduction

Dear Participant;

Thank you for spending your time on my survey! This survey is key for accomplishing the final stage of my master's degree, the dissertation for my MSc in Business at Católica Lisbon School of Business & Economics. It will take around 5 to 10 minutes to complete.

I kindly ask you to give your most honest opinion as there are no right or wrong answers. All the information collected is confidential and your anonymity is ensured. If you have any doubts or wish to know more about this study, please contact me: s-rsedighi@ucp.pt

Thank you for your collaboration

Reza Sedighi

Block 1 – Envisaging an Offline Purchase

Before starting, I would like to ask you to take a moment to imagine yourself going to a supermarket to buy groceries. You walk through different aisles, looking for the products you usually buy. You see colorful products, other customers, and the market's staff while you are looking for your desired groceries.

Block 2: Choose Between 3 Options – First Time

Q2.1: There is also ground coffee on your shopping list and as you pass by the shelves, you will see the following 3 options as your choices. which one would you choose?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10
C	€ 6.30	9/10

A. Leonardo da Vinci

B. Picasso

C. Van Gogh

Block 3 – Measuring Hedonism

Q2.2: How happy are you with your decision?

Not Happy at all - 1	2	3	4	5	6	7	8	Extremely Happy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.3: How Satisfied are you with your decision?

Not Satisfied at all - 1	2	3	4	5	6	7	8	Extremely Satisfied - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.4: How confident are you that you made a good decision?

Not Confident at all - 1	2	3	4	5	6	7	8	Extremely Confident - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.5: How smart do you think you are with your decision?

Not Smart at all - 1	2	3	4	5	6	7	8	Extremely Smart - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 4 – Decoy Description

The decoy effect (or technically known as asymmetric dominance effect) describes how adding a third less attractive option to a choice set, can influence people’s perception of the original two sets.

For example: If you want to buy a cup of coffee and you only have 2 choices, you will either choose the small one for 1€ or the large one for 5€. But when the third choice (Medium - 4€) is added to the choice set, you probably won't purchase the medium cup for 4€; but now, the 5€ cup seems a better deal.

Q2.6: To what extent do you think you understood the decoy effect?

Not at all - 1	2	3	4	5	6	7	8	Extremely - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.7: How familiar were you with the decoy effect?

Not Familiar at all - 1	2	3	4	5	6	7	8	Extremely Familiar - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 5 – Envisaging an Offline Purchase - Reminder

I again want you to imagine that you are still shopping for groceries. You are still at the supermarket and are searching for the products on your shopping list.

Block 6 – Choosing between 3 options – Second time

Q2.8: Once again, you pass by the ground coffee aisle. Now, that you know the Decoy effect, which of the 3 items would you choose this time?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10
C	€ 6.30	9/10

A. Leonardo da Vinci

B. Picasso

C. Van Gogh

Block 7 – Measuring Hedonism

Q2.9: How happy are you with your decision?

Not Happy at all - 1	2	3	4	5	6	7	8	Extremely Happy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.10: How Satisfied are you with your decision?

Not Satisfied at all - 1	2	3	4	5	6	7	8	Extremely Satisfied - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.11: How confident are you that you made a good decision?

Not Confident at all - 1	2	3	4	5	6	7	8	Extremely Confident - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.12: How smart do you think you are with your decision?

Not Smart at all - 1	2	3	4	5	6	7	8	Extremely Smart - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.13: How many days are in a week?

1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 8 – Participant Characteristics

Q2.14: People are different and their choices are too. As consumers, our decisions might be more intuitive or more rational. I want to ask you to consider how you usually make your judgments and decisions as a consumer and to rate to what extent your decision process is more intuitive or analytical.

Extremely Intuitive - 1	2	3	4	5	6	7	8	Extremely Analytical - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 9 – Manipulation Check

Q2.15: How easy was it for you to imagine your shopping at a physical store?

Not Easy at all - 1	2	3	4	5	6	7	8	Extremely Easy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.16: How much do you felt your judgments and decisions needed to conform with cultural and social norms?

Not at all	2	3	4	5	6	7	8	Extremely
- 1								- 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.17: How familiar are you with the process of in-store shopping?

Not	2	3	4	5	6	7	8	Extremely
Familiar								Familiar -
at all - 1								9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.18: How close to the process of an actual shopping experience did you feel during this experiment?

Not	2	3	4	5	6	7	8	Extremely
Close at								Close - 9
all - 1								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.19: How often do you consume coffee?

- More than 2-3 times per day
- 2-3 times per day
- Once per day
- 2-3 times per week
- Once per week
- 2-3 times per month
- Once per month
- Less than once per month

Q2.20: How often do you buy ground coffee?

- More than once per week
- Once per week
- 2-3 times per month
- Once per month
- Once every 2-3 months
- Once every 6 months
- Less than once every 6 months

Block 10 – Demographics

Q2.21: To which gender identity do you most identify?

- Male
- Female
- Other
- Prefer Not To Say

Q2.22: How old are you?

- Under 12 years old

- 12-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

Q2.23: Where are you from?

Q2.24: In which country do you currently reside in?

Q2.25: What is the highest degree or level of school you have completed or are currently enrolled in?

- No schooling completed
- Nursery school to 8th grade
- Some high school, no diploma
- High school graduate, diploma, or the equivalent (for example GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

Q2.26: What is your employment status?

- Employed for wages
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- Homemaker
- Student
- Retired
- Unable to work

Q2.27: What is your personal annual income?

- Less than €10,000
- €10,000 - €19,999
- €20,000 - €29,999
- €30,000 - €39,999
- €40,000 - €49,999
- €50,000 - €59,999
- €60,000 - €69,999
- €70,000 - €79,999
- More than €80,000
- Prefer not to say

End of Survey

We thank you for your time spent taking this survey.
Your response has been recorded.

Survey 3

Introduction

Dear Participant;

Thank you for spending your time on my survey! This survey is key for accomplishing the final stage of my master's degree, the dissertation for my MSc in Business at Católica Lisbon School of Business & Economics. It will take around 5 to 10 minutes to complete.

I kindly ask you to give your most honest opinion as there are no right or wrong answers. All the information collected is confidential and your anonymity is ensured. If you have any doubts or wish to know more about this study, please contact me: s-rsedighi@ucp.pt

Thank you for your collaboration

Reza Sedighi

Block 1 – Decoy Description

The decoy effect (or technically known as asymmetric dominance effect) describes how adding a third less attractive option to a choice set, can influence people's perception of the original two sets.

For example: If you want to buy a cup of coffee and you only have 2 choices, you will either choose the small one for 1€ or the large one for 5€. But when the third choice (Medium - 4€) is added to the choice set, you probably won't purchase the medium cup for 4€; but now, the 5€ cup seems a better deal.

Q3.1: To what extent do you think you understood the decoy effect?

Not at all	2	3	4	5	6	7	8	Extremely
- 1								- 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.2: How familiar were you with the decoy effect?

Not	2	3	4	5	6	7	8	Extremely
Familiar								Familiar -
at all - 1								9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 2 – Envisaging an Offline Purchase

Now, I would like to ask you to take a moment to imagine yourself going to a supermarket to buy groceries. You walk through different aisles, looking for the products you usually buy. You see colorful products, other customers, and the market's staff while you are looking for your desired groceries.

Block 3 – Choosing Between 3 Options

Q3.3: There is also ground coffee on your shopping list and as you pass by the shelves, you will see the following 3 options as your choices. which one would you choose?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10
C	€ 6.30	9/10

A. Leonardo da Vinci

B. Picasso

C. Van Gogh

Block 3 – Measuring Hedonism

Q3.4: How happy are you with your decision?

Not									Extremely
Happy at	2	3	4	5	6	7	8		Happy - 9
all - 1									
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.5: How Satisfied are you with your decision?

Not									Extremely
Satisfied	2	3	4	5	6	7	8		Satisfied -
at all - 1									9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.6: How confident are you that you made a good decision?

Not									Extremely
Confident	2	3	4	5	6	7	8		Confident
at all - 1									- 9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.7: How smart do you think you are with your decision?

Not									Extremely
Smart at	2	3	4	5	6	7	8		Smart - 9
all - 1									
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.8: How many days are in a week?

1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 4 – Participants Characteristics

Q3.9: People are different and their choices are too. As consumers, our decisions might be more intuitive or more rational. I want to ask you to consider how you usually make your judgments and decisions as a consumer and to rate to what extent your decision process is more intuitive or analytical.

Extremely Intuitive - 1	2	3	4	5	6	7	8	Extremely Analytical - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 5 – Manipulation Check

Q3.10: How easy was it for you to imagine your shopping at a physical store?

Not Easy at all - 1	2	3	4	5	6	7	8	Extremely Easy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.11: How much do you felt your judgments and decisions needed to conform with cultural and social norms?

Not at all - 1	2	3	4	5	6	7	8	Extremely - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.12: How familiar are you with the process of in-store shopping?

Not Familiar at all - 1	2	3	4	5	6	7	8	Extremely Familiar - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.13: How close to the process of an actual shopping experience did you feel during this experiment?

Not Close at all - 1	2	3	4	5	6	7	8	Extremely Close - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.14: How often do you consume coffee?

- More than 2-3 times per day
- 2-3 times per day
- Once per day
- 2-3 times per week
- Once per week
- 2-3 times per month
- Once per month
- Less than once per month

Q3.15: How often do you buy ground coffee?

- More than once per week
- Once per week
- 2-3 times per month
- Once per month
- Once every 2-3 months
- Once every 6 months

- Less than once every 6 months

Q3.16: To which gender identity do you most identify?

- Male
- Female
- Other
- Prefer Not To Say

Q3.17: How old are you?

- Under 12 years old
- 12-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

Q3.18: Where are you from?

Q3.19: In which country do you currently reside in?

Q3.20: What is the highest degree or level of school you have completed or are currently enrolled in?

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- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

Q3.21: What is your employment status?

- Employed for wages
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- Homemaker
- Student
- Retired
- Unable to work

Q3.22: What is your personal annual income?

- Less than €10,000

- €10,000 - €19,999
- €20,000 - €29,999
- €30,000 - €39,999
- €40,000 - €49,999
- €50,000 - €59,999
- €60,000 - €69,999
- €70,000 - €79,999
- More than €80,000
- Prefer not to say

Block 10 – End of Survey

We thank you for your time spent taking this survey.
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Survey 4

Introduction

Dear Participant;

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I kindly ask you to give your most honest opinion as there are no right or wrong answers. All the information collected is confidential and your anonymity is ensured. If you have any doubts or wish to know more about this study, please contact me: s-rsedighi@ucp.pt

Thank you for your collaboration

Reza Sedighi

Block 1 – Envisaging an Online Purchase

Before starting, I would like to ask you to take a moment to imagine yourself at home buying your groceries online either with your phone or computer. You open the browser and search for your online supermarket. you scroll for your category and search for the products you want to buy. You will have all your groceries in less than 2 hours by your door.

Block 2 – Choosing Between 2 Options - First Time

Q4.1: There is also ground coffee on your shopping list and as you search for ground coffee on the website, you will see the following 2 options as your choices. which one would you choose?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10

A. Leonardo da Vinci

B. Picasso

○

○

Block 3 – Measuring Hedonism

Q4.2: How happy are you with your decision?

Not Happy at all - 1	2	3	4	5	6	7	8	Extremely Happy -9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.3: How Satisfied are you with your decision?

Not Satisfied at all - 1	2	3	4	5	6	7	8	Extremely Satisfied - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.4: How confident are you that you made a good decision?

Not Confident at all - 1	2	3	4	5	6	7	8	Extremely Confident - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.5: How smart do you think you are with your decision?

Not Smart at all - 1	2	3	4	5	6	7	8	Extremely Smart - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 4 – Decoy Description

The decoy effect (or technically known as asymmetric dominance effect) describes how adding a third less attractive option to a choice set, can influence people's perception of the original two sets.

For example: If you want to buy a cup of coffee and you only have 2 choices, you will either choose the small one for 1€ or the large one for 5€. But when the third choice (Medium - 4€) is added to the choice set, you probably won't purchase the medium cup for 4€; but now, the 5€ cup seems a better deal.

Q4.6: To what extent do you think you understood the decoy effect?

Not at all - 1	2	3	4	5	6	7	8	Extremely - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.7: How familiar were you with the decoy effect?

Not Familiar at all - 1	2	3	4	5	6	7	8	Extremely - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 5 – Envisaging an Online Purchase – Reminder

I would like to ask you again to imagine that you are still on the website searching for groceries. You are still searching on the website for the items on your shopping list.

Block 6 – Choosing Between 2 Options – Second Time

Q4.8: As you are searching, you check the ground coffee tab again. Now, that you know the Decoy effect, which of the 2 items would you choose this time?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10

A. Leonardo da Vinci

B. Picasso

Block 7 – Measuring Hedonism

Q4.9: How happy are you with your decision?

Not									Extremely
Happy at	2	3	4	5	6	7	8		Happy -9
all - 1									
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.10: How Satisfied are you with your decision?

Not									Extremely
Satisfied	2	3	4	5	6	7	8		Satisfied -
at all - 1									9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.11: How confident are you that you made a good decision?

Not									Extremely
Confident	2	3	4	5	6	7	8		Confident
at all - 1									- 9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.12: How smart do you think you are with your decision?

Not									Extremely
Smart at	2	3	4	5	6	7	8		Smart - 9
all - 1									
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.13: How many days are in a week?

1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Extremely Intuitive - 1	2	3	4	5	6	7	8	Extremely Analytical - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 9 – Manipulation Check

Q4.15: How easy was it for you to imagine your shopping at an online store?

Not Easy at all - 1	2	3	4	5	6	7	8	Extremely Easy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q4.17: How familiar are you with the process of online shopping?

Not Familiar at all - 1	2	3	4	5	6	7	8	Extremely Familiar - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- Less than once per month

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- Once per week
- 2-3 times per month
- Once per month
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Block 10 – Demographics

Q4.21: To which gender identity do you most identify?

- Male
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- Other
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- Student
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Q4.27: What is your personal annual income?

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- €60,000 - €69,999
- €70,000 - €79,999
- More than €80,000
- Prefer not to say

End of Survey

We thank you for your time spent taking this survey.
Your response has been recorded.

Survey 5

Introduction

Dear Participant;

Thank you for spending your time on my survey! This survey is key for accomplishing the final stage of my master's degree, the dissertation for my MSc in Business at Católica Lisbon School of Business & Economics. It will take around 5 to 10 minutes to complete.

I kindly ask you to give your most honest opinion as there are no right or wrong answers. All the information collected is confidential and your anonymity is ensured. If you have any doubts or wish to know more about this study, please contact me: s-rsedighi@ucp.pt

Thank you for your collaboration

Reza Sedighi

Block 1 – Envisaging an Online Purchase

Before starting, I would like to ask you to take a moment to imagine yourself at home buying your groceries online either with your phone or computer. You open the browser and search for your online supermarket. you scroll for your category and search for the products you want to buy. You will have all your groceries in less than 2 hours by your door.

Block 2: Choosine Between 3 Options – First Time

Q5.1: There is also ground coffee on your shopping list and as you search for ground coffee on the website, you will see the following 3 options as your choices. which one would you choose?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10
C	€ 6.30	9/10

A. Leonardo da Vinci

B. Picasso

C. Van Gogh

Block 3 – Measuring Hedonism

Q5.2: How happy are you with your decision?

Not									Extremely
Happy at	2	3	4	5	6	7	8		Happy - 9
all - 1									
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.3: How Satisfied are you with your decision?

Not									Extremely
Satisfied	2	3	4	5	6	7	8		Satisfied -
at all - 1									9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.4: How confident are you that you made a good decision?

Not									Extremely
Confident	2	3	4	5	6	7	8		Confident
at all - 1									- 9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.5: How smart do you think you are with your decision?

Not									Extremely
Smart at	2	3	4	5	6	7	8		Smart - 9
all - 1									
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 4 – Decoy Description

The decoy effect (or technically known as asymmetric dominance effect) describes how adding a third less attractive option to a choice set, can influence people’s perception of the original two sets.

For example: If you want to buy a cup of coffee and you only have 2 choices, you will either choose the small one for 1€ or the large one for 5€. But when the third choice (Medium - 4€) is added to the choice set, you probably won't purchase the medium cup for 4€; but now, the 5€ cup seems a better deal.

Q5.6: To what extent do you think you understood the decoy effect?

Not at all									Extremely
- 1	2	3	4	5	6	7	8		- 9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.7: How familiar were you with the decoy effect?

Not									Extremely
Familiar	2	3	4	5	6	7	8		Familiar -
at all - 1									9
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 5 – Envisaging an Online Purchase - Reminder

I would like to ask you again to imagine that you are still on the website searching for groceries. You are still searching on the website for the items on your shopping list.

Block 6 – Choosing between 3 options – Second time

Q5.8: As you are searching, you will check the ground coffee tab again. Now, that you know the Decoy effect, which of the 3 items would you choose this time?

	Price	Quality Rating
A	€ 3.20	6/10
B	€ 5.80	9/10
C	€ 6.30	9/10

A. Leonardo da Vinci

B. Picasso

C. Van Gogh

Block 7 – Measuring Hedonism

Q5.9: How happy are you with your decision?

Not Happy at all - 1	2	3	4	5	6	7	8	Extremely Happy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.10: How Satisfied are you with your decision?

Not Satisfied at all - 1	2	3	4	5	6	7	8	Extremely Satisfied - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.11: How confident are you that you made a good decision?

Not Confident at all - 1	2	3	4	5	6	7	8	Extremely Confident - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.12: How smart do you think you are with your decision?

Not Smart at all - 1	2	3	4	5	6	7	8	Extremely Smart - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.13: How many days are in a week?

1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 8 – Participant Characteristics

Q5.14: People are different and their choices are too. As consumers, our decisions might be more intuitive or more rational. I want to ask you to consider how you usually make your judgments and decisions as a consumer and to rate to what extent your decision process is more intuitive or analytical.

Extremely Intuitive - 1	2	3	4	5	6	7	8	Extremely Analytical - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 9 – Manipulation Check

Q5.15: How easy was it for you to imagine your shopping at an online store?

Not Easy at all - 1	2	3	4	5	6	7	8	Extremely Easy - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.16: How much do you felt your judgments and decisions needed to conform with cultural and social norms?

Not at all - 1	2	3	4	5	6	7	8	Extremely - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.17: How familiar are you with the process of online shopping?

Not Familiar at all - 1	2	3	4	5	6	7	8	Extremely Familiar - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.18: How close to the process of an actual shopping experience did you feel during this experiment?

Not Close at all - 1	2	3	4	5	6	7	8	Extremely Close - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5.19: How often do you consume coffee?

- More than 2-3 times per day
- 2-3 times per day
- Once per day
- 2-3 times per week
- Once per week
- 2-3 times per month
- Once per month
- Less than once per month

Q5.20: How often do you buy ground coffee?

- More than once per week
- Once per week

- 2-3 times per month
- Once per month
- Once every 2-3 months
- Once every 6 months
- Less than once every 6 months

Block 10 – Demographics

Q5.21: To which gender identity do you most identify?

- Male
- Female
- Other
- Prefer Not To Say

Q5.22: How old are you?

- Under 12 years old
- 12-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

Q5.23: Where are you from?

Q5.24: In which country do you currently reside in?

Q5.25: What is the highest degree or level of school you have completed or are currently enrolled in?

- No schooling completed
- Nursery school to 8th grade
- Some high school, no diploma
- High school graduate, diploma, or the equivalent (for example GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

Q5.26: What is your employment status?

- Employed for wages
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work

- Homemaker
- Student
- Retired
- Unable to work

Q5.27: What is your personal annual income?

- Less than €10,000
- €10,000 - €19,999
- €20,000 - €29,999
- €30,000 - €39,999
- €40,000 - €49,999
- €50,000 - €59,999
- €60,000 - €69,999
- €70,000 - €79,999
- More than €80,000
- Prefer not to say

End of Survey

We thank you for your time spent taking this survey.
Your response has been recorded.

Survey 6

Introduction

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Thank you for your collaboration

Reza Sedighi

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Q6.1: To what extent do you think you understood the decoy effect?

Not at all	2	3	4	5	6	7	8	Extremely
- 1								- 9

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Q6.2: How familiar were you with the decoy effect?

Not Familiar at all - 1 2 3 4 5 6 7 8 Extremely Familiar - 9

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Block 2 – Envisaging an Online Purchase

Before starting, I would like to ask you to take a moment to imagine yourself at home buying your groceries online either with your phone or computer. You open the browser and search for your online supermarket. you scroll for your category and search for the products you want to buy. You will have all your groceries in less than 2 hours by your door.

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A. Leonardo da Vinci
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C. Van Gogh

○ ○ ○

Block 3 – Measuring Hedonism

Q6.4: How happy are you with your decision?

Not Happy at all - 1 2 3 4 5 6 7 8 Extremely Happy - 9

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Q6.5: How Satisfied are you with your decision?

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○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Q6.6: How confident are you that you made a good decision?

Not Confident at all - 1 2 3 4 5 6 7 8 Extremely Confident - 9

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

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Not Smart at all - 1	2	3	4	5	6	7	8	Extremely Smart - 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6.8: How many days are in a week?

1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- Out of work and looking for work
- Out of work but not currently looking for work
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- €10,000 - €19,999
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- €50,000 - €59,999
- €60,000 - €69,999
- €70,000 - €79,999
- More than €80,000
- Prefer not to say

Block 10 – End of Survey

We thank you for your time spent taking this survey.
Your response has been recorded.