

## Online Supplementary Material

# Game Form Misconceptions are Not Necessary for a Willingness-to-Pay vs. Willingness-to-Accept Gap

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## **A.1 Instructions for Buyers**

### **Instructions for Participants**

Welcome to this study.

Please read through the following instructions, while they are read aloud. They explain everything you need to know for participating in the study. If you have any questions after listening to the instructions, please raise your hand and wait. We will then come to you and answer them.

During the study, speaking with the other participants and the use of mobile phones are forbidden. Violation of these rules will lead to exclusion from the study and loss of all associated payments.

### **The Study**

You begin the study with an endowment of 25 CHF. During the study, the amount of money you have may vary, based on your decisions. Whatever final amount you end up with will be paid to you in cash at the end of the study.

In this study you will make two decisions; one in Part I, and one in Part II. You will first receive instructions for Part I and will make your decision for Part I. You will then receive instructions and make your decision for Part II. The decision you make in one part will have no effect on anything that happens in the other part.

At the end of the study, one of the two parts will be randomly drawn with equal probability to be the only part that counts for determining your payment. The part that is not selected to count will have no effect on your earnings. That is, either Part I or Part II, but not both, will determine your entire earnings for the study.

## Part I

In Part I you have the option to **buy a card worth 8.5 CHF**. The card is located in front of you at your computer terminal. If you buy the card, you can redeem it for 8.5 CHF from the experimenter at the end of the study.

**Your task in Part I is to indicate the highest price you are willing to pay to buy the card.**

At the end of the study, the computer will randomly draw a price between 0 and 20 CHF, in increments of 1 CHF. This will be the price at which you can buy the card. You will not know the actual price until the end of the study.

You will decide, **for each possible price**, whether to buy or not buy the card at that price.

- If you buy the card, you can redeem it for 8.5 CHF, but you have to pay the price out of your initial 25 CHF.
- If you do not buy the card, you cannot redeem it for 8.5 CHF, but you do not have to pay any price out of your initial 25 CHF.

You will make your buying decision on a screen that looks like the table below. Please take a moment to look at this table.

Final Payoff (25 CHF – price + value of card)	I buy at this price	Price (one row randomly selected to count)	I do not buy at this price	Final Payoff (25 CHF)
33.5 CHF	<input type="checkbox"/>	<b>0 CHF</b>	<input type="checkbox"/>	25 CHF
32.5 CHF	<input type="checkbox"/>	<b>1 CHF</b>	<input type="checkbox"/>	25 CHF
31.5 CHF	<input type="checkbox"/>	<b>2 CHF</b>	<input type="checkbox"/>	25 CHF
...	...	...	...	...
26.5 CHF	<input type="checkbox"/>	<b>7 CHF</b>	<input type="checkbox"/>	25 CHF
25.5 CHF	<input type="checkbox"/>	<b>8 CHF</b>	<input type="checkbox"/>	25 CHF
24.5 CHF	<input type="checkbox"/>	<b>9 CHF</b>	<input type="checkbox"/>	25 CHF
...	...	...	...	...
15.5 CHF	<input type="checkbox"/>	<b>18 CHF</b>	<input type="checkbox"/>	25 CHF
14.5 CHF	<input type="checkbox"/>	<b>19 CHF</b>	<input type="checkbox"/>	25 CHF
13.5 CHF	<input type="checkbox"/>	<b>20 CHF</b>	<input type="checkbox"/>	25 CHF

Each row in the table corresponds to one of the possible prices. The prices are indicated in the middle column of the table, in bold. Remember that the computer will randomly select one price to count. Your choice in this row, if Part I is selected to count, will determine your payoff from the study.

You will choose, for each possible row, whether to buy or not buy the card at the price given in that row. You will indicate your choice in each row, by clicking the box on the left if you choose to buy at that price and the box on the right if you choose not to buy at that price.

The final payoff that you receive from buying at a given price is shown in the left column and the final payoff from not buying at a given price is shown in the right column.

*Examples:*

- *Suppose you indicate that you want to buy the card at a price of 2 CHF (by checking the left box in that line) and the price of 2 CHF is randomly drawn, then your payoff would be 31.5 CHF (25 CHF – 2 CHF + 8.5 CHF). If, instead, you indicate not to buy the card at a price of 2 CHF, your payoff would be 25 CHF.*
- *Suppose you indicate that you want to buy the card at a price of 18 CHF and the price of 18 CHF is randomly drawn, then your payoff would be 15.5 CHF (25 CHF – 18 CHF + 8.5 CHF). If, instead, you indicate not to buy the card at a price of 18 CHF, your payoff would be 25 CHF.*

Remember that we are asking you for the **highest price** at which you are willing to buy the card. This means that you should select “buy” for all of the rows that correspond to prices below the highest price you are willing to pay, and should select “do not buy” for all the rows that correspond to prices above the highest price you are willing to pay. The computer will not allow you to make inconsistent choices in which you indicate not to buy the card at some price, but then indicate to buy it at a higher price. That is, there should be only one price at which you switch from buying the card to not buying the card.

Remember that there is a 50 percent chance that Part I will be selected to determine all your earnings for the study. Therefore, please think carefully about your decision.

Are there any questions about Part I, before we proceed to the decision screen? If you have a question, please raise your hand and wait for an experimenter.

## Part II

In Part II you have the option to **buy a box of chocolate**. The box is located in front of you at your computer terminal. If you buy the box, you can take it home with you at the end of the study.

**Your task in Part II is to indicate the highest price you are willing to pay to buy the box of chocolate.**

At the end of the study, the computer will randomly draw a price between 0 and 20 CHF, in increments of 1 CHF. This will be the price at which you can buy the box of chocolates. You will not know the actual price until the end of the study.

You will decide, **for each possible price**, whether to buy or not buy the box of chocolate at that price.

- If you buy the box of chocolate, you can take it home, but you have to pay the price out of your initial 25 CHF.
- If you do not buy the box of chocolate, you cannot take it home, but you do not have to pay any price out of your initial 25 CHF.

You will make your buying decision on a screen that looks like the table below. Please take a moment to look at this table.

Final Payoff (25 CHF – price + box of chocolate)	I buy at this price	Price (one row randomly selected to count)	I do not buy at this price	Final Payoff (25 CHF)
25 CHF + chocolate	<input type="checkbox"/>	<b>0 CHF</b>	<input type="checkbox"/>	25 CHF
24 CHF + chocolate	<input type="checkbox"/>	<b>1 CHF</b>	<input type="checkbox"/>	25 CHF
23 CHF + chocolate	<input type="checkbox"/>	<b>2 CHF</b>	<input type="checkbox"/>	25 CHF
...	...	...	...	...
18 CHF + chocolate	<input type="checkbox"/>	<b>7 CHF</b>	<input type="checkbox"/>	25 CHF
17 CHF + chocolate	<input type="checkbox"/>	<b>8 CHF</b>	<input type="checkbox"/>	25 CHF
16 CHF + chocolate	<input type="checkbox"/>	<b>9 CHF</b>	<input type="checkbox"/>	25 CHF
...	...	...	...	...
7 CHF + chocolate	<input type="checkbox"/>	<b>18 CHF</b>	<input type="checkbox"/>	25 CHF
6 CHF + chocolate	<input type="checkbox"/>	<b>19 CHF</b>	<input type="checkbox"/>	25 CHF
5 CHF + chocolate	<input type="checkbox"/>	<b>20 CHF</b>	<input type="checkbox"/>	25 CHF

Each row in the table corresponds to one of the possible prices. The prices are indicated in the middle column of the table, in bold. Remember that the computer will randomly select one price to count. Your choice in this row, if Part II is selected to count, will determine your payoff from the study.

You will choose, for each possible row, whether to buy or not buy the box of chocolate at the price given in that row. You will indicate your choice in each row, by clicking the box on the left if you choose to buy at that price and the box on the right if you choose not to buy at that price.

The final payoff that you receive from buying at a given price is shown in the left column and the final payoff from not buying at a given price is shown in the right column.

*Examples:*

- *Suppose you indicate that you want to buy the box of chocolate at a price of 2 CHF (by checking the left box in that line) and the price of 2 CHF is randomly drawn, then your payoff would be 23 CHF (25 CHF – 2 CHF) plus the box of chocolate. If, instead, you indicate not to buy the box of chocolate at a price of 2 CHF, your payoff would be 25 CHF.*
- *Suppose you indicate that you want to buy the box of chocolate at a price of 18 CHF and the price of 18 CHF is randomly drawn, then your payoff would be 7 CHF (25 CHF – 18 CHF) plus the box of chocolate. If, instead, you indicate not to buy the box of chocolate at a price of 18 CHF, your payoff would be 25 CHF.*

Remember that we are asking you for the **highest price** at which you are willing to buy the box of chocolate. This means that you should select “buy” for all of the rows that correspond to prices below the highest price you are willing to pay, and should select “do not buy” for all the rows that correspond to prices above the highest price you are willing to pay. The computer will not allow you to make inconsistent choices in which you indicate not to buy the box of chocolate at some price, but then indicate to buy it at a higher price. That is, there should only be one price at which you switch from buying the box of chocolate to not buying the box of chocolate.

Remember that there is a 50 percent chance that Part II will be selected to determine all your earnings for the study. Therefore, please think carefully about your decision.

Are there any questions about Part II, before we proceed to the decision screen? If you have a question, please raise your hand and wait for an experimenter.

## A.2 Decision screens for Buyers

**The card in front of you is worth 8.5 CHF.**

Remember that the computer will randomly select one price to count.  
Please indicate, for each possible price, whether you prefer to buy at that price or not buy at that price. Make your choice by clicking the appropriate box in each line.  
The computer will not allow you to make inconsistent choices in which you indicate not to buy the card at some price, but then indicate to buy it at a higher price. That is, there should be only one price at which you switch from buying the card to not buying the card.

Final payoff (25 CHF - price + value of card)	I buy at this price	Price (one row randomly selected to count)	I do not buy at this price	Final payoff (25 CHF)
33.50 CHF	<input type="checkbox"/>	0 CHF	<input type="checkbox"/>	25 CHF
32.50 CHF	<input type="checkbox"/>	1 CHF	<input type="checkbox"/>	25 CHF
31.50 CHF	<input type="checkbox"/>	2 CHF	<input type="checkbox"/>	25 CHF
30.50 CHF	<input type="checkbox"/>	3 CHF	<input type="checkbox"/>	25 CHF
29.50 CHF	<input type="checkbox"/>	4 CHF	<input type="checkbox"/>	25 CHF
28.50 CHF	<input type="checkbox"/>	5 CHF	<input type="checkbox"/>	25 CHF
27.50 CHF	<input type="checkbox"/>	6 CHF	<input type="checkbox"/>	25 CHF
26.50 CHF	<input type="checkbox"/>	7 CHF	<input type="checkbox"/>	25 CHF
25.50 CHF	<input type="checkbox"/>	8 CHF	<input type="checkbox"/>	25 CHF
24.50 CHF	<input type="checkbox"/>	9 CHF	<input type="checkbox"/>	25 CHF
23.50 CHF	<input type="checkbox"/>	10 CHF	<input type="checkbox"/>	25 CHF
22.50 CHF	<input type="checkbox"/>	11 CHF	<input type="checkbox"/>	25 CHF
21.50 CHF	<input type="checkbox"/>	12 CHF	<input type="checkbox"/>	25 CHF
20.50 CHF	<input type="checkbox"/>	13 CHF	<input type="checkbox"/>	25 CHF
19.50 CHF	<input type="checkbox"/>	14 CHF	<input type="checkbox"/>	25 CHF
18.50 CHF	<input type="checkbox"/>	15 CHF	<input type="checkbox"/>	25 CHF
17.50 CHF	<input type="checkbox"/>	16 CHF	<input type="checkbox"/>	25 CHF
16.50 CHF	<input type="checkbox"/>	17 CHF	<input type="checkbox"/>	25 CHF
15.50 CHF	<input type="checkbox"/>	18 CHF	<input type="checkbox"/>	25 CHF
14.50 CHF	<input type="checkbox"/>	19 CHF	<input type="checkbox"/>	25 CHF
13.50 CHF	<input type="checkbox"/>	20 CHF	<input type="checkbox"/>	25 CHF

Once you have made your choice for every possible price, please click "OK" to proceed.

Below, you can see the choice you made for each possible price. If you want to make changes to your choices, please click on "Change".  
If you do not want to change any of your choices, you need to complete the column on the right with your final payoff for each possible price, given the choice that you made in that row. Please enter the amount of money you would end up with if that row were selected to count.  
Once you are ready to proceed, click "Confirm." If the payoffs you have entered in the final column are all correct, then you will earn an additional 2 CHF.

Final payoff (25 CHF - price + value of card)	Buy at this price	Price (one row randomly selected to count)	Do not buy at this price	Final payoff (25 CHF)	Your final payoff (in CHF)
33.50 CHF	<input checked="" type="checkbox"/>	0 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
32.50 CHF	<input checked="" type="checkbox"/>	1 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
31.50 CHF	<input checked="" type="checkbox"/>	2 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
30.50 CHF	<input checked="" type="checkbox"/>	3 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
29.50 CHF	<input checked="" type="checkbox"/>	4 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
28.50 CHF	<input checked="" type="checkbox"/>	5 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
27.50 CHF	<input checked="" type="checkbox"/>	6 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
26.50 CHF	<input checked="" type="checkbox"/>	7 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
25.50 CHF	<input checked="" type="checkbox"/>	8 CHF	<input type="checkbox"/>	25 CHF	<input type="text"/>
24.50 CHF	<input type="checkbox"/>	9 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
23.50 CHF	<input type="checkbox"/>	10 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
22.50 CHF	<input type="checkbox"/>	11 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
21.50 CHF	<input type="checkbox"/>	12 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
20.50 CHF	<input type="checkbox"/>	13 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
19.50 CHF	<input type="checkbox"/>	14 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
18.50 CHF	<input type="checkbox"/>	15 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
17.50 CHF	<input type="checkbox"/>	16 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
16.50 CHF	<input type="checkbox"/>	17 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
15.50 CHF	<input type="checkbox"/>	18 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
14.50 CHF	<input type="checkbox"/>	19 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>
13.50 CHF	<input type="checkbox"/>	20 CHF	<input checked="" type="checkbox"/>	25 CHF	<input type="text"/>

You do not own the box of chocolate in front of you.

Remember that the computer will randomly select one price to count.

Please indicate, for each possible price, whether you prefer to buy at that price or not buy at that price. Make your choice by clicking the appropriate box in each line.

The computer will not allow you to make inconsistent choices in which you indicate not to buy the box of chocolate at some price, but then indicate to buy it at a higher price. That is, there should be only one price at which you switch from buying the box of chocolate to not buying the box of chocolate.

Final payoff (25 CHF - price + chocolate)	I buy at this price	Price (one row randomly selected to count)	I do not buy at this price	Final payoff (25 CHF)
25 CHF + chocolate	<input type="checkbox"/>	0 CHF	<input type="checkbox"/>	25 CHF
24 CHF + chocolate	<input type="checkbox"/>	1 CHF	<input type="checkbox"/>	25 CHF
23 CHF + chocolate	<input type="checkbox"/>	2 CHF	<input type="checkbox"/>	25 CHF
22 CHF + chocolate	<input type="checkbox"/>	3 CHF	<input type="checkbox"/>	25 CHF
21 CHF + chocolate	<input type="checkbox"/>	4 CHF	<input type="checkbox"/>	25 CHF
20 CHF + chocolate	<input type="checkbox"/>	5 CHF	<input type="checkbox"/>	25 CHF
19 CHF + chocolate	<input type="checkbox"/>	6 CHF	<input type="checkbox"/>	25 CHF
18 CHF + chocolate	<input type="checkbox"/>	7 CHF	<input type="checkbox"/>	25 CHF
17 CHF + chocolate	<input type="checkbox"/>	8 CHF	<input type="checkbox"/>	25 CHF
16 CHF + chocolate	<input type="checkbox"/>	9 CHF	<input type="checkbox"/>	25 CHF
15 CHF + chocolate	<input type="checkbox"/>	10 CHF	<input type="checkbox"/>	25 CHF
14 CHF + chocolate	<input type="checkbox"/>	11 CHF	<input type="checkbox"/>	25 CHF
13 CHF + chocolate	<input type="checkbox"/>	12 CHF	<input type="checkbox"/>	25 CHF
12 CHF + chocolate	<input type="checkbox"/>	13 CHF	<input type="checkbox"/>	25 CHF
11 CHF + chocolate	<input type="checkbox"/>	14 CHF	<input type="checkbox"/>	25 CHF
10 CHF + chocolate	<input type="checkbox"/>	15 CHF	<input type="checkbox"/>	25 CHF
9 CHF + chocolate	<input type="checkbox"/>	16 CHF	<input type="checkbox"/>	25 CHF
8 CHF + chocolate	<input type="checkbox"/>	17 CHF	<input type="checkbox"/>	25 CHF
7 CHF + chocolate	<input type="checkbox"/>	18 CHF	<input type="checkbox"/>	25 CHF
6 CHF + chocolate	<input type="checkbox"/>	19 CHF	<input type="checkbox"/>	25 CHF
5 CHF + chocolate	<input type="checkbox"/>	20 CHF	<input type="checkbox"/>	25 CHF

Once you have made your choice for every possible price, please click "OK" to proceed.

OK

Below, you can see the choice you made for each possible price. If you want to make changes to your choices, please click on "Change".

If you do not want to change any of your choices, you need to complete the column on the right with your final payoff for each possible price, given the choice that you made in that row. Please enter the amount of money and chocolate you would end up with if that row were selected to count.

Once you are ready to proceed, click "Confirm." If the payoffs you have entered in the final column are all correct, then you will earn an additional 2 CHF.

Final payoff (25 CHF - price + chocolate)	Buy at this price	Price (one row randomly selected to count)	Do not buy at this price	Final payoff (25 CHF)	Your final payoff (in CHF)	Your final payoff (chocolate)
25 CHF + chocolate	<input checked="" type="checkbox"/>	0 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
24 CHF + chocolate	<input checked="" type="checkbox"/>	1 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
23 CHF + chocolate	<input checked="" type="checkbox"/>	2 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
22 CHF + chocolate	<input checked="" type="checkbox"/>	3 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
21 CHF + chocolate	<input checked="" type="checkbox"/>	4 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
20 CHF + chocolate	<input checked="" type="checkbox"/>	5 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
19 CHF + chocolate	<input checked="" type="checkbox"/>	6 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
18 CHF + chocolate	<input checked="" type="checkbox"/>	7 CHF	<input type="checkbox"/>	25 CHF		no <input type="radio"/> yes
17 CHF + chocolate	<input type="checkbox"/>	8 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
16 CHF + chocolate	<input type="checkbox"/>	9 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
15 CHF + chocolate	<input type="checkbox"/>	10 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
14 CHF + chocolate	<input type="checkbox"/>	11 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
13 CHF + chocolate	<input type="checkbox"/>	12 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
12 CHF + chocolate	<input type="checkbox"/>	13 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
11 CHF + chocolate	<input type="checkbox"/>	14 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
10 CHF + chocolate	<input type="checkbox"/>	15 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
9 CHF + chocolate	<input type="checkbox"/>	16 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
8 CHF + chocolate	<input type="checkbox"/>	17 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
7 CHF + chocolate	<input type="checkbox"/>	18 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
6 CHF + chocolate	<input type="checkbox"/>	19 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes
5 CHF + chocolate	<input type="checkbox"/>	20 CHF	<input checked="" type="checkbox"/>	25 CHF		no <input type="radio"/> yes

Confirm

Change



## **B.1 Instructions for Sellers**

### **Instructions for Participants**

Welcome to this study.

Please read through the following instructions, while they are read aloud. They explain everything you need to know for participating in the study. If you have any questions after listening to the instructions, please raise your hand and wait. We will then come to you and answer them.

During the study, speaking with the other participants and the use of mobile phones are forbidden. Violation of these rules will lead to exclusion from the study and loss of all associated payments.

### **The Study**

You begin the study with an endowment of 25 CHF. During the study, the amount of money you have may vary, based on your decisions. Whatever final amount you end up with will be paid to you in cash at the end of the study.

In this study you will make two decisions; one in Part I, and one in Part II. You will first receive instructions for Part I and will make your decision for Part I. You will then receive instructions and make your decision for Part II. The decision you make in one part will have no effect on anything that happens in the other part.

At the end of the study, one of the two parts will randomly be drawn with equal probability to be the only part that counts for determining your payment. The part that is not selected to count will have no effect on your earnings. That is, either Part I or Part II, but not both, will determine your entire earnings for the study.

## Part I

In Part I you have the option to **sell a card worth 8.5 CHF**. The card is located in front of you at your computer terminal. **The card is yours, you own it.** If you do not sell the card, you can redeem it for 8.5 CHF from the experimenter at the end of the study.

**Your task in Part I is to indicate the lowest price you are willing to accept to sell the card.**

At the end of the study, the computer will randomly draw a price between 0 and 20 CHF, in increments of 1 CHF. This will be the price at which you can sell the card. You will not know the actual price until the end of the study.

You will decide, **for each possible price**, whether to sell or not sell the card at that price.

- If you sell the card, you cannot redeem it for 8.5 CHF, but you receive the price, in addition to your initial 25 CHF.
- If you do not sell the card, you can redeem it for 8.5 CHF, in addition to your initial 25 CHF, but you do not receive the price.

You will make your buying decision on a screen that looks like the table below. Please take a moment to look at this table.

Final Payoff (CHF 25 + price)	I sell at this price	Price (one row randomly selected to count)	I do not sell at this price	Final Payoff (CHF 25 + value of card)
25 CHF	<input type="checkbox"/>	<b>0 CHF</b>	<input type="checkbox"/>	33.5 CHF
26 CHF	<input type="checkbox"/>	<b>1 CHF</b>	<input type="checkbox"/>	33.5 CHF
27 CHF	<input type="checkbox"/>	<b>2 CHF</b>	<input type="checkbox"/>	33.5 CHF
...	...	...	...	...
32 CHF	<input type="checkbox"/>	<b>7 CHF</b>	<input type="checkbox"/>	33.5 CHF
33 CHF	<input type="checkbox"/>	<b>8 CHF</b>	<input type="checkbox"/>	33.5 CHF
34 CHF	<input type="checkbox"/>	<b>9 CHF</b>	<input type="checkbox"/>	33.5 CHF
...	...	...	...	...
43 CHF	<input type="checkbox"/>	<b>18 CHF</b>	<input type="checkbox"/>	33.5 CHF
44 CHF	<input type="checkbox"/>	<b>19 CHF</b>	<input type="checkbox"/>	33.5 CHF
45 CHF	<input type="checkbox"/>	<b>20 CHF</b>	<input type="checkbox"/>	33.5 CHF

Each row in the table corresponds to one of the possible prices. The prices are indicated in the middle column of the table, in bold. Remember that the computer will randomly select one price to count. Your choice in this row, if Part I is selected to count, will determine your payoff from the study.

You will choose, for each possible row, whether to sell or not sell the card at the price given in that row. You will indicate your choice in each row, by clicking the box on the left if you choose to sell at that price and the box on the right if you choose not to sell at that price.

The final payoff that you receive from selling at a given price is shown in the left column and the final payoff from not selling at a given price is shown in the right column.

*Examples:*

- *Suppose you indicate that you want to sell the card at a price of 2 CHF (by checking the left box in that line) and the price of 2 CHF is randomly drawn, then your payoff would be 27 CHF (25 CHF + 2 CHF). If, instead, you indicate not to sell the card at a price of 2 CHF, your payoff would be 33.5 CHF (25 CHF + 8.5 CHF).*
- *Suppose you indicate that you want to sell the card at a price of 18 CHF and the price of 18 CHF is randomly drawn, then your payoff would be 43 CHF (25 CHF + 18 CHF). If, instead, you indicate not to sell the card at a price of 18 CHF, your payoff would be 33.5 CHF (25 CHF + 8.5 CHF).*

Remember that we are asking you for the **lowest price** at which you are willing to sell the card. This means that you should select “sell” for all of the rows that correspond to prices above the lowest price you are willing to accept, and should select “do not sell” for all the rows that correspond to prices below the lowest price you are willing to accept. The computer will not allow you to make inconsistent choices in which you indicate to sell the card at some price, but then indicate not to sell it at a higher price. That is, there should only be one price at which you switch from not selling the card to selling the card.

Remember that there is a 50 percent chance that Part I will be selected to determine all your earnings for the study. Therefore, please think carefully about your decision.

Are there any questions about Part I, before we proceed to the decision screen? If you have a question, please raise your hand and wait for an experimenter.

## Part II

In Part II you have the option to **sell a box of chocolate**. The box is located in front of you at your computer terminal. **The box is yours, you own it.** If you do not sell the box, you can take it home with you at the end of the study.

**Your task in Part II is to indicate the lowest price you are willing to accept to sell the box of chocolate.**

At the end of the study, the computer will randomly draw a price between 0 and 20 CHF, in increments of 1 CHF. This will be price at which you can sell the box of chocolate. You will not know the actual price until the end of the study.

You will decide, **for each possible price**, whether to sell or not sell the box of chocolate at that price.

- If you sell the box of chocolate, you cannot take it home, but you receive the price in addition to your initial 25 CHF.
- If you do not sell the box of chocolate, you can take it home, in addition to your initial 25 CHF, but you do not receive the price.

You will make your selling decision on a screen that looks like the table below. Please take a moment to look at this table.

Final Payoff (CHF 25 + price)	I sell at this price	Price (one row randomly selected to count)	I do not sell at this price	Final Payoff (CHF 25 + chocolate)
25 CHF	<input type="checkbox"/>	<b>0 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
26 CHF	<input type="checkbox"/>	<b>1 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
27 CHF	<input type="checkbox"/>	<b>2 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
	<input type="checkbox"/>		<input type="checkbox"/>	
32 CHF	<input type="checkbox"/>	<b>7 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
33 CHF	<input type="checkbox"/>	<b>8 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
34 CHF	<input type="checkbox"/>	<b>9 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
	<input type="checkbox"/>		<input type="checkbox"/>	
43 CHF	<input type="checkbox"/>	<b>18 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
44 CHF	<input type="checkbox"/>	<b>19 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate
45 CHF	<input type="checkbox"/>	<b>20 CHF</b>	<input type="checkbox"/>	25 CHF + chocolate

Each row in the table corresponds to one of the possible prices. The prices are indicated in the middle column of the table, in bold. Remember that the computer will randomly select one price to count. Your choice in this row, if Part II is selected to count, will determine your payoff from the study.

You will choose, for each possible row, whether to sell or not sell the box of chocolate at the price given in that row. You will indicate your choice in each row, by clicking the box on the left if you choose to sell at that price and the box on the right if you choose not to sell at that price.

The final payoff that you receive from selling at a given price is shown in the left column and the final payoff from not selling at a given price is shown in the right column.

*Examples:*

- *Suppose you indicate that you want to sell the box of chocolate at a price of 2 CHF (by checking the left box in that line) and the price of 2 CHF is randomly drawn, then your payoff would be 27 CHF (25 CHF + 2 CHF). If, instead, you indicate not to sell the box of chocolate at a price of 2 CHF, your payoff would be CHF 25 plus the box of chocolate.*
- *Suppose you indicate that you want to sell the box of chocolate at a price of 18 CHF and the price of 18 CHF is randomly drawn, then your payoff would be 43 CHF (25 CHF + 18 CHF). If, instead, you indicate not to sell the box of chocolate at a price of 18 CHF, your payoff would be CHF 25 plus the box of chocolate.*

Remember that we are asking you for the **lowest price** at which you are willing to sell the box of chocolate. This means that you should select “sell” for all of the rows that correspond to prices above the lowest price you are willing to accept, and should select “do not sell” for all the rows that correspond to prices below the lowest price you are willing to accept. The computer will not allow you to make inconsistent choices in which you indicate to sell the box of chocolate at some price, but then indicate not to sell it at a higher price. That is, there should only be one price at which you switch from not selling the box of chocolate to selling the box of chocolate.

Remember that there is a 50 percent chance that Part II will be selected to determine all your earnings for the study. Therefore, please think carefully about your decision.

Are there any questions about Part II, before we proceed to the decision screen? If you have a question, please raise your hand and wait for an experimenter.

## B.2 Decision screens for Sellers

**The card you own is worth 8.5 CHF.**

Remember that the computer will randomly select one price to count.  
Please indicate, for each possible price, whether you prefer to sell at that price or not sell at that price. Make your choice by clicking the appropriate box in each line.  
The computer will not allow you to make inconsistent choices in which you indicate to sell the card at some price, but then indicate not to sell it at a higher price. That is, there should be only one price at which you switch from not selling the card to selling the card.

Final payoff (25 CHF + price)	I sell at this price	Price (one row randomly selected to count)	I do not sell at this price	Final payoff (25 CHF + value of card)
25 CHF	<input type="checkbox"/>	0 CHF	<input type="checkbox"/>	33.5 CHF
26 CHF	<input type="checkbox"/>	1 CHF	<input type="checkbox"/>	33.5 CHF
27 CHF	<input type="checkbox"/>	2 CHF	<input type="checkbox"/>	33.5 CHF
28 CHF	<input type="checkbox"/>	3 CHF	<input type="checkbox"/>	33.5 CHF
29 CHF	<input type="checkbox"/>	4 CHF	<input type="checkbox"/>	33.5 CHF
30 CHF	<input type="checkbox"/>	5 CHF	<input type="checkbox"/>	33.5 CHF
31 CHF	<input type="checkbox"/>	6 CHF	<input type="checkbox"/>	33.5 CHF
32 CHF	<input type="checkbox"/>	7 CHF	<input type="checkbox"/>	33.5 CHF
33 CHF	<input type="checkbox"/>	8 CHF	<input type="checkbox"/>	33.5 CHF
34 CHF	<input type="checkbox"/>	9 CHF	<input type="checkbox"/>	33.5 CHF
35 CHF	<input type="checkbox"/>	10 CHF	<input type="checkbox"/>	33.5 CHF
36 CHF	<input type="checkbox"/>	11 CHF	<input type="checkbox"/>	33.5 CHF
37 CHF	<input type="checkbox"/>	12 CHF	<input type="checkbox"/>	33.5 CHF
38 CHF	<input type="checkbox"/>	13 CHF	<input type="checkbox"/>	33.5 CHF
39 CHF	<input type="checkbox"/>	14 CHF	<input type="checkbox"/>	33.5 CHF
40 CHF	<input type="checkbox"/>	15 CHF	<input type="checkbox"/>	33.5 CHF
41 CHF	<input type="checkbox"/>	16 CHF	<input type="checkbox"/>	33.5 CHF
42 CHF	<input type="checkbox"/>	17 CHF	<input type="checkbox"/>	33.5 CHF
43 CHF	<input type="checkbox"/>	18 CHF	<input type="checkbox"/>	33.5 CHF
44 CHF	<input type="checkbox"/>	19 CHF	<input type="checkbox"/>	33.5 CHF
45 CHF	<input type="checkbox"/>	20 CHF	<input type="checkbox"/>	33.5 CHF

Once you have made your choice for every possible price, please click "OK" to proceed.

Below, you can see the choice you made for each possible price. If you want to make changes to your choices, please click on "Change".  
If you do not want to change any of your choices, you need to complete the column on the right with your final payoff for each possible price, given the choice that you made in that row. Please enter the amount of money you would end up with if that row were selected to count.  
Once you are ready to proceed, click "Confirm". **If the payoffs you have entered in the final column are all correct, then you will earn an additional 2 CHF.**

Final payoff (25 CHF + price)	Sell at this price	Price (one row randomly selected to count)	Do not sell at this price	Final payoff (25 CHF + value of card)	Your final payoff (in CHF)
25 CHF	<input type="checkbox"/>	0 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
26 CHF	<input type="checkbox"/>	1 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
27 CHF	<input type="checkbox"/>	2 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
28 CHF	<input type="checkbox"/>	3 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
29 CHF	<input type="checkbox"/>	4 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
30 CHF	<input type="checkbox"/>	5 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
31 CHF	<input type="checkbox"/>	6 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
32 CHF	<input type="checkbox"/>	7 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
33 CHF	<input type="checkbox"/>	8 CHF	<input checked="" type="checkbox"/>	33.5 CHF	
34 CHF	<input checked="" type="checkbox"/>	9 CHF	<input type="checkbox"/>	33.5 CHF	
35 CHF	<input checked="" type="checkbox"/>	10 CHF	<input type="checkbox"/>	33.5 CHF	
36 CHF	<input checked="" type="checkbox"/>	11 CHF	<input type="checkbox"/>	33.5 CHF	
37 CHF	<input checked="" type="checkbox"/>	12 CHF	<input type="checkbox"/>	33.5 CHF	
38 CHF	<input checked="" type="checkbox"/>	13 CHF	<input type="checkbox"/>	33.5 CHF	
39 CHF	<input checked="" type="checkbox"/>	14 CHF	<input type="checkbox"/>	33.5 CHF	
40 CHF	<input checked="" type="checkbox"/>	15 CHF	<input type="checkbox"/>	33.5 CHF	
41 CHF	<input checked="" type="checkbox"/>	16 CHF	<input type="checkbox"/>	33.5 CHF	
42 CHF	<input checked="" type="checkbox"/>	17 CHF	<input type="checkbox"/>	33.5 CHF	
43 CHF	<input checked="" type="checkbox"/>	18 CHF	<input type="checkbox"/>	33.5 CHF	
44 CHF	<input checked="" type="checkbox"/>	19 CHF	<input type="checkbox"/>	33.5 CHF	
45 CHF	<input checked="" type="checkbox"/>	20 CHF	<input type="checkbox"/>	33.5 CHF	

You own the box of chocolate in front of you.

Remember that the computer will randomly select one price to count.

Please indicate, for each possible price, whether you prefer to sell at that price or not sell at that price. Make your choice by clicking the appropriate box in each line.

The computer will not allow you to make inconsistent choices in which you indicate to sell the box of chocolate at some price, but then indicate not to sell it at a higher price. That is, there should be only one price at which you switch from not selling the box of chocolate to selling the box of chocolate.

Final payoff (25 CHF + price)	I sell at this price	Price (one row randomly selected to count)	I do not sell at this price	Final payoff (25 CHF + chocolate)
25 CHF	<input type="checkbox"/>	0 CHF	<input type="checkbox"/>	25 CHF + chocolate
26 CHF	<input type="checkbox"/>	1 CHF	<input type="checkbox"/>	25 CHF + chocolate
27 CHF	<input type="checkbox"/>	2 CHF	<input type="checkbox"/>	25 CHF + chocolate
28 CHF	<input type="checkbox"/>	3 CHF	<input type="checkbox"/>	25 CHF + chocolate
29 CHF	<input type="checkbox"/>	4 CHF	<input type="checkbox"/>	25 CHF + chocolate
30 CHF	<input type="checkbox"/>	5 CHF	<input type="checkbox"/>	25 CHF + chocolate
31 CHF	<input type="checkbox"/>	6 CHF	<input type="checkbox"/>	25 CHF + chocolate
32 CHF	<input type="checkbox"/>	7 CHF	<input type="checkbox"/>	25 CHF + chocolate
33 CHF	<input type="checkbox"/>	8 CHF	<input type="checkbox"/>	25 CHF + chocolate
34 CHF	<input type="checkbox"/>	9 CHF	<input type="checkbox"/>	25 CHF + chocolate
35 CHF	<input type="checkbox"/>	10 CHF	<input type="checkbox"/>	25 CHF + chocolate
36 CHF	<input type="checkbox"/>	11 CHF	<input type="checkbox"/>	25 CHF + chocolate
37 CHF	<input type="checkbox"/>	12 CHF	<input type="checkbox"/>	25 CHF + chocolate
38 CHF	<input type="checkbox"/>	13 CHF	<input type="checkbox"/>	25 CHF + chocolate
39 CHF	<input type="checkbox"/>	14 CHF	<input type="checkbox"/>	25 CHF + chocolate
40 CHF	<input type="checkbox"/>	15 CHF	<input type="checkbox"/>	25 CHF + chocolate
41 CHF	<input type="checkbox"/>	16 CHF	<input type="checkbox"/>	25 CHF + chocolate
42 CHF	<input type="checkbox"/>	17 CHF	<input type="checkbox"/>	25 CHF + chocolate
43 CHF	<input type="checkbox"/>	18 CHF	<input type="checkbox"/>	25 CHF + chocolate
44 CHF	<input type="checkbox"/>	19 CHF	<input type="checkbox"/>	25 CHF + chocolate
45 CHF	<input type="checkbox"/>	20 CHF	<input type="checkbox"/>	25 CHF + chocolate

Once you have made your choice for every possible price, please click "OK" to proceed.

OK

Below, you can see the choice you made for each possible price. If you want to make changes to your choices, please click on "Change".

If you do not want to change any of your choices, you need to complete the column on the right with your final payoff for each possible price, given the choice that you made in that row. Please enter the amount of money and chocolate you would end up with if that row were selected to count.

Once you are ready to proceed, click "Confirm." If the payoffs you have entered in the final column are all correct, then you will earn an additional 2 CHF.

Final payoff (25 CHF + price)	Sell at this price	Price (one row randomly selected to count)	Do not sell at this price	Final payoff (25 CHF + chocolate)	Your final payoff (in CHF)	Your final payoff (chocolate)
25 CHF	<input type="checkbox"/>	0 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
26 CHF	<input type="checkbox"/>	1 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
27 CHF	<input type="checkbox"/>	2 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
28 CHF	<input type="checkbox"/>	3 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
29 CHF	<input type="checkbox"/>	4 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
30 CHF	<input type="checkbox"/>	5 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
31 CHF	<input type="checkbox"/>	6 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
32 CHF	<input type="checkbox"/>	7 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
33 CHF	<input type="checkbox"/>	8 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
34 CHF	<input type="checkbox"/>	9 CHF	<input checked="" type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
35 CHF	<input checked="" type="checkbox"/>	10 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
36 CHF	<input checked="" type="checkbox"/>	11 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
37 CHF	<input checked="" type="checkbox"/>	12 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
38 CHF	<input checked="" type="checkbox"/>	13 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
39 CHF	<input checked="" type="checkbox"/>	14 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
40 CHF	<input checked="" type="checkbox"/>	15 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
41 CHF	<input checked="" type="checkbox"/>	16 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
42 CHF	<input checked="" type="checkbox"/>	17 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
43 CHF	<input checked="" type="checkbox"/>	18 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
44 CHF	<input checked="" type="checkbox"/>	19 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>
45 CHF	<input checked="" type="checkbox"/>	20 CHF	<input type="checkbox"/>	25 CHF + chocolate		no <input type="radio"/> yes <input type="radio"/>

Confirm

Change

## C Consent form



**Universität  
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#### Informed consent

#### **Attendance confirmation: Lab experiment at Blümlisalpstrasse 10, Zurich / Econ Lab**

You will work on a computer while making decisions to a given set up.  
Furthermore you will be paid for the participation. The payment will be handed out at the end of the study.

There is no risk involved by participating in this study.

Your participation in this study is purely voluntary, and you may withdraw your participation or your data at any time without any penalty to you. There will be no pay off if you decide to withdraw your participation.

Your data will be kept completely confidential by not recording your name in combination with your data. When the research is completed, the data that is kept does not include personal information, only choices are kept.

If you have any question regarding this study, do not hesitate to ask the experimenter. If questions arise at a later stage, please use the contact details below.

I confirm that I have read the form above and I give my consent to participate.

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Prenome:** \_\_\_\_\_

**Date:** \_\_\_\_\_

#### **Contact:**

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