**Appendix A: For Online Publication Experiment Instructions**:

The purpose of today’s experiment is to help us understand purchasing decisions. To accomplish this purpose, you will be asked to select over a series of twelve pairs of rose bushes. I will explain how the experiment will work and we will have a practice round. After that you will choose from the alternatives presented and then we will ask you to fill in a survey. After the survey has been completed, you will receive payment for your participation in today’s session.

The experiment we will conduct today will probably be different from any experiment you have had experience with previously. In each slide, we will present you with two rose bushes. What you are asked to do is to select which one you would buy. If none of the alternatives presented is of your liking, you may select the third option, none of the above.

This is a just an experiment, we just want to gather your preferences. Whichever of the products you prefer will not affect your compensation. We would appreciate, however, that you express your preferences truthfully and honestly. Though the decisions you make here will not affect you directly, they will be used to inform diverse stakeholders in the rose business. If you do not voice your true preferences, the conclusions drawn from this study could mislead many people in the industry. We appreciate your cooperation in this matter