

Stimulus Materials Studies 1-4

STUDY 1

Please try to imagine the following situation as vividly as possible.

Your old vacuum cleaner broke down yesterday. You had this vacuum cleaner for a long time and it has always been an effective device. However, yesterday it unexpectedly broke down and you suspect that the motor is broken.

The warranty of your old vacuum cleaner expired a couple of years ago and you cannot fix the broken motor by yourself. Therefore, you decided to go to a local store for the purchase of a new vacuum cleaner. After comparing several different vacuum cleaners in the store, you found one that you really liked and paid **\$100** for it.

However, when you came home it turned out that your new vacuum cleaner did not function properly. You decided to go straight back to the nearby store to complain about this failure at the service desk.

Compensation level of 100%:

As compensation for the damaged vacuum cleaner, the store subsequently offered you a financial compensation of **\$100** (i.e., a compensation that covers **100%** of the retail price).

Compensation level of 150%:

As compensation for the damaged vacuum cleaner, the store subsequently offered you a financial compensation of **\$150** (i.e., a compensation that covers **150%** of the retail price).

Compensation level of 300%:

As compensation for the damaged vacuum cleaner, the store subsequently offered you a financial compensation of **\$300** (i.e., a compensation that covers **300%** of the retail price).

Compensation level of 500%:

As compensation for the damaged vacuum cleaner, the store subsequently offered you a financial compensation of **\$500** (i.e., a compensation that covers **500%** of the retail price).

STUDY 2

Please try to imagine the following situation as vividly as possible.

You bought new digital photo camera at a nearby store for **€100**. When you came home the camera turned out to be broken. Imagine that the store decided to financially compensate for this malfunctioning.

After which of the following two compensations are you the most willing to buy products at this store again?

Compensation 1

Compensation 2

STUDY 3

Please try to imagine the following situation as vividly as possible.

- Product Price: \$5 product -

Product 1: Kilo tomatoes

You bought a **kilo of tomatoes** at the local grocery store for **\$5**. When you came home, you discovered that the majority of the tomatoes were rotten. You decided to go straight back to the grocery store to complain about this.

Product 2: Book

You bought a **book** at the local book store for **\$5**. When you came home, you discovered that this book was damaged (approximately 20 pages were missing). You decided to go straight back to the book store to complain about this.

Product 3: Pair of socks

You bought a **pair of socks** at a local store for **\$5**. When you came home, you discovered that your socks were damaged (there was a large hole in one of the socks). You decided to go straight back to the store to complain about this.

Compensation level of 100%:

The store reacted by offering you a monetary compensation of **\$5** (i.e., **100%** of the retail price).

Compensation level of 125%:

The store reacted by offering you a monetary compensation of **\$6.25** (i.e., **125%** of the retail price).

Compensation level of 150%:

The store reacted by offering you a monetary compensation of **\$7.5** (i.e., **150%** of the retail price).

Compensation level of 175%:

The store reacted by offering you a monetary compensation of **\$8.75** (i.e., **175%** of the retail price).

Compensation level of 200%:

The store reacted by offering you a monetary compensation of **\$10** (i.e., **200%** of the retail price).

Compensation level of 225%:

The store reacted by offering you a monetary compensation of **\$11.25** (i.e., **225%** of the retail price).

Compensation level of 250%:

The store reacted by offering you a monetary compensation of **\$12.5** (i.e., **250%** of the retail price).

- Product Price: \$50 product -

Product 4: Blender

You bought a **blender** at a nearby store for **\$50**. When you came home, it turned out that your blender didn't work. You decided to go straight back to the store to complain about this.

Product 5: Sweatshirt

You bought a **sweatshirt** at a local clothing company for **\$50**. When you came home, you discovered that your sweatshirt was damaged (there was a stain on the back). You decided to go straight back to the store to complain about this.

Product 6: Bottle of wine

You bought a bottle of exclusive **wine** at a local wine dealer for **\$50**. When you opened the wine at home you discover from a quick whiff that it was corked. You decided to go back to the wine dealer to complain about this.

Compensation level of 100%:

The store reacted by offering you a monetary compensation of **\$50** (i.e., **100%** of the retail price).

Compensation level of 125%:

The store reacted by offering you a monetary compensation of **\$62.5** (i.e., **125%** of the retail price).

Compensation level of 150%:

The store reacted by offering you a monetary compensation of **\$75** (i.e., **150%** of the retail price).

Compensation level of 175%:

The store reacted by offering you a monetary compensation of **\$87.5** (i.e., **175%** of the retail price).

Compensation level of 200%:

The store reacted by offering you a monetary compensation of **\$100** (i.e., **200%** of the retail price).

Compensation level of 225%:

The store reacted by offering you a monetary compensation of **\$112.5** (i.e., **225%** of the retail price).

Compensation level of 250%:

The store reacted by offering you a monetary compensation of **\$125** (i.e., **250%** of the retail price).

- Product Price: \$100 product -

Product 7: Pair of shoes

You bought a new **pair of shoes** at a nearby shoe shop for **\$100**. When you came home, you noticed that your new shoes were damaged (one of the shoes was severely discolored). You decided to go straight back to the store to complain about this.

Product 8: Espresso machine

You bought a new **espresso machine** at a nearby shop for **\$100**. When you came home, it turned out that your espresso machine was broken. You decided to go straight back to the store to complain about this.

Product 9: Coffee table

You bought a new **coffee table** at a nearby furniture store for **\$100**. When you came home, it turned out that your coffee table was severely damaged. You decided to go straight back to the store to complain about this.

Compensation level of 100%:

The store reacted by offering you a monetary compensation of **\$100** (i.e., **100%** of the retail price).

Compensation level of 125%:

The store reacted by offering you a monetary compensation of **\$125** (i.e., **125%** of the retail price).

Compensation level of 150%:

The store reacted by offering you a monetary compensation of **\$150** (i.e., **150%** of the retail price).

Compensation level of 175%:

The store reacted by offering you a monetary compensation of **\$175** (i.e., **175%** of the retail price).

Compensation level of 200%:

The store reacted by offering you a monetary compensation of **\$200** (i.e., **200%** of the retail price).

Compensation level of 225%:

The store reacted by offering you a monetary compensation of **\$225** (i.e., **225%** of the retail price).

Compensation level of 250%:

The store reacted by offering you a monetary compensation of **\$250** (i.e., **250%** of the retail price).

- Product Price: \$500 product -

Product 10: Television

You bought a new **television** at a nearby store for **\$500**. When you came home, it turned out that your television was broken. You decided to go straight back to the store to complain about this.

Product 11: Watch

You bought a new **watch** at a local jeweler for **\$500**. When you came home, you discovered that your new watch didn't work. You decided to go straight back to the jeweler to complain about this.

Product 12: Dining table

You bought new **dining table** at a nearby furniture store for **\$500**. When you came home, it turned out that your dining table was severely damaged. You decided to go straight back to the store to complain about this.

Compensation level of 100%:

The store reacted by offering you a monetary compensation of **\$500** (i.e., **100%** of the retail price).

Compensation level of 125%:

The store reacted by offering you a monetary compensation of **\$625** (i.e., **125%** of the retail price).

Compensation level of 150%:

The store reacted by offering you a monetary compensation of **\$750** (i.e., **150%** of the retail price).

Compensation level of 175%:

The store reacted by offering you a monetary compensation of **\$875** (i.e., **175%** of the retail price).

Compensation level of 200%:

The store reacted by offering you a monetary compensation of **\$1000** (i.e., **200%** of the retail price).

Compensation level of 225%:

The store reacted by offering you a monetary compensation of **\$1125** (i.e., **225%** of the retail price).

Compensation level of 250%:

The store reacted by offering you a monetary compensation of **\$1250** (i.e., **250%** of the retail price).

STUDY 4

Please try to imagine the following situation as vividly as possible.

You bought a new **espresso machine** at a nearby shop for **\$100**. When you came home, it turned out that your espresso machine was broken. You decided to go straight back to the store to complain about this.

Compensation level of 100%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$100** (i.e., **100%** of the retail price).

Compensation level of 110%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$110** (i.e., **110%** of the retail price).

Compensation level of 120%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$120** (i.e., **120%** of the retail price).

Compensation level of 130%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$130** (i.e., **130%** of the retail price).

Compensation level of 140%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$140** (i.e., **140%** of the retail price).

Compensation level of 150%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$150** (i.e., **150%** of the retail price).

Compensation level of 160%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$160** (i.e., **160%** of the retail price).

Compensation level of 170%:

As compensation for your broken espresso machine, the store offered you a monetary compensation of **\$170** (i.e., **170%** of the retail price).